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CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JULY 6th, 1917

No. 27



STAG

CHEWING TOBACCO

"Ever-lasting-ly Good"

A Message to Grocers---

Build up your Tobacco Department by handling only those brands which you can honestly recommend---such as STAG

Quality alone has made STAG the favorite it is.

YOUR WHOLESALE HAS IT

*More
Sales*



*More
Profits*

If This Stood on Your Counter

Think of the increase in sales this small and attractive Counter Display would make for you. A constant reminder to every customer that she possibly needs some O-CEDAR POLISH—here is the place—now is the time to get it.

This little salesman has surprised many dealers with the steady and increasing trade it has built up for

Free with Display Deal No. 61.

7½ Doz., 4-Oz. O-Cedar Polish. \$22.50
3 Doz., 12-Oz. O-Cedar Polish 18.00
1 Only Counter Display Stand Free

\$40.50

(Subject to Usual Discount.)
Order from Your Jobber.

**O-Cedar
Polish**

CHANNELL CHEMICAL COMPANY, LIMITED
369 Sorauren Avenue, Toronto

Free with Display Deal No. 62.

2½ Doz., 4-Oz. O-Cedar Polish. \$ 7.50
5½ Doz., 12-Oz. O-Cedar Pol-
ish 33.00
1 Only Counter Display Stand Free

\$40.50

(Subject to Usual Discount.)
Order from Your Jobber.

PROHIBITION **BY THE BRITISH GOVERNMENT**

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

"It's Borden's, Madam"



Most housewives when they think of milk products, think of Borden's. In the popular mind, all that is best, cleanest, sweetest in these lines is Borden's.

Borden's Milk Products are bought steadily and consistently on confidence. Experience has taught users that Borden quality is uniform and dependable.

To say to a woman, "It's Borden's, Madam," is to make a sale—and to make one sale of Borden's is to forge the first link in a chain of sales that will continue as long as your business.

Borden Milk Products are easiest to sell, because Borden quality has backed up Borden publicity.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

Dealers Profit from Coffee- Satisfaction

Never has an American commodity so quickly won wide-awake Canadian dealers as has Royal Blend—the popular coffee from the U.S. Dealers have taken to it because of the large and easy profit to them, and because their customers find that Royal Blend Coffee enables them to serve the same coffee as is served by Canada's best hotels.

Order a case from any of the following importers:—

BELLEVILLE—J. E. Walmsley & Co.
HAMILTON—James Turner & Co.
KINGSTON—W. G. Craig & Co.
LINDSAY—J. E. Adams & Co.
LONDON—M. Masuret & Co.
OTTAWA—H. N. Bate & Sons, Ltd.
PETERBORO—Rishors Ltd.
SUDBURY—D. L. McKinnon
TORONTO—Groceries Ltd.



ROYAL BLEND
COFFEE

The Choice of Canada's Choicest Hotels

INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

SHAW & ELLIS
Pocologan, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

CLARK'S SOUPS

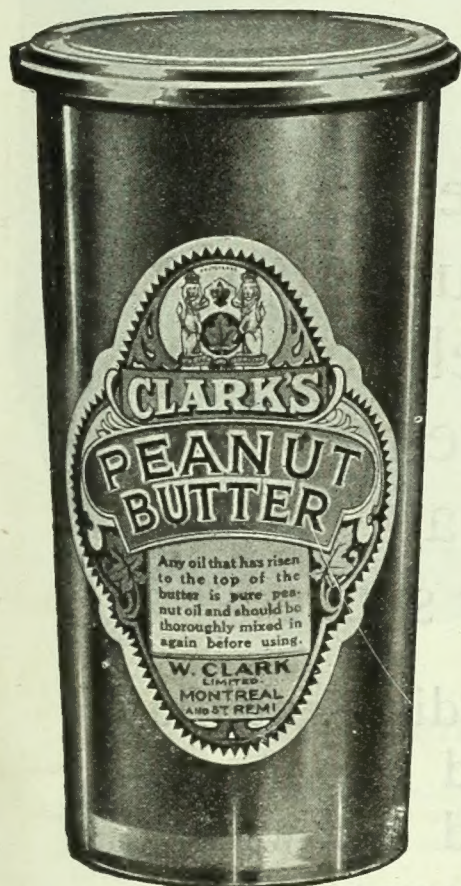
Highly Concentrated, Absolutely Pure and prepared from the Very Finest Ingredients.

The quality is superb, selling price is popular, and your margin is good.

GET IN LINE. THE SEASON IS ON.



MADE IN CANADA



Dairy Butter is HIGH. Peanut Butter is more nutritive and CHEAPER, while the consumption is rapidly growing.

Don't neglect a profitable line, and remember that the best you can buy is

CLARK'S PEANUT BUTTER

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.



JAPAN TEA

Fresh from the land of
cherry-blossoms, packed
and exported under the control of
the Japan Tea Growers' Associa-
tion which guarantees its purity and
quality, Japan Tea reaches you in all
its unadulterated strength, delicacy of
flavor and delightful aroma.

ON SALE AT ALL
GROCERS

The Japanese Government prohibits
adulteration and coloring of Tea

The quickest way to convince yourself of the wisdom of selling Japan Tea is to give this popular product a "try out" in your own store.

It's delightfully "different" flavor and full flavored goodness has made a decided hit with discriminating tea lovers.

Our consumer advertising is swinging big profits towards Japan Tea Dealers. Get in now and secure your share.

Are you selling these two sales boosters?

More and more grocers are becoming alive to the big advantages obtainable by pushing the two money-makers here shown—

Krackley-Nut and O-Pee-Chee Gum



These delicious lines will please every customer of yours—young and old. A display, backed up by a little judicious suggestion, will start big business coming your way, for both Krackley Nut and O-Pee-Chee Gum are cash getters — reliable profit makers that make a big “hit” every time.

And Premiums too

Send for our Premium Catalogue. Handsome and useful premiums for the Dealers with O-Pee-Chee Chewing Gum, Mintees, Wintees, Cintees and Clovees. Write now for full particulars.

O-Pee-Chee Gum Co.
Limited
LONDON CANADA

Clip the Coupon.

CUT THIS CORNER OFF AND
MAIL TO-DAY!

O-Pee-Chee Gum Co., Ltd.,
London, Ont.

Send us your 1917 Premium
Catalogue.

Retailer

Post Office

If any advertisement interests you, tear it out now and place with letters to be answered.

Orders Promptly Delivered On new 1917 E.D.S. Strawberry Jam

The 1917 new pack jam, now ready, is of fine quality, easily equal, if not superior to previous packs.

Send in your orders now to ensure your stock of Pure E.D.S. Strawberry Jam—a Jam you can confidently recommend to be unsurpassed by any on the market for purity, quality and flavor.

E. D. Smith and Son, Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise Brokerage Co., Vancouver, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Mr. Manufacturer

*Are you represented
in Alberta?*

If not, now is the time to go after the business. Prospects are good for large farm returns this year, and with the steady flow of thrifty settlers coming all the time, business is sure to increase. I have first-class storage, and am in direct connection with a large number of City and Country Merchants.

I want to represent you.

Reference: Standard Bank, here.

T. M. HANLEY

Broker and Commission Merchant

10154 103rd Street, Edmonton, Alta.

The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in

THE FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.50 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited
43-153 University Avenue, Toronto, Ontario

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WESTERN PROVINCES.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents

508 Merchants Bank, Winnipeg

We have several good accounts, but can give you results on yours.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Live Representation

ON TORONTO MARKET SECURES BUSINESS

If you are looking for new business,
communicate with

WHITE & McCART, LIMITED

Car Lot Distributors

309-310 Board of Trade Bldg.

TORONTO - - - ONTARIO

Reference: Dominion Bank, Toronto.

W. G. PATRICK & CO. Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO. TORONTO

Established 1885

SUGARS FRUITS

Hamblin-Brereton Co., Limited

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

Trade Papers are
Pioneers of Business
Expansion

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

Maclure & Langley, Limited Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

Gallon Apples

Fancy and Choice
Seeded Raisins

W. H. Millman & Sons

Wholesale Grocery Brokers
TORONTO

The HARRY HORNE CO. Toronto, Can.

BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

We carry stocks in our own Warehouse
(when necessary).

We employ a steady staff of salesmen.
(Get in touch with us.)

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE

ONTARIO

OPEN FOR AGENCY FOR THE CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

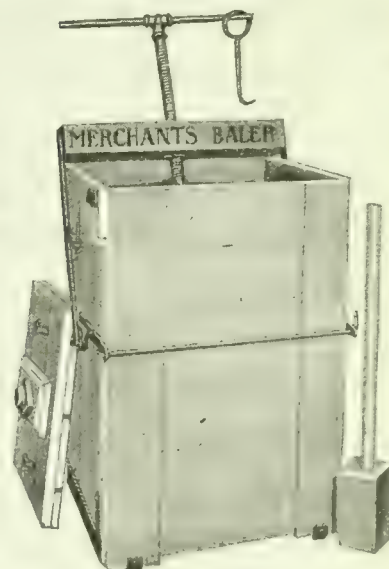
310 BAY ST.

OTTAWA

Commission Agent covering
the ground between
Cobalt and Cochrane and
from Cochrane to Hearst,
and also the Porcupine
District, wants a few good
lines on commission. Address
A. L., P. B. 123,
Timmins.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers

60 Front St. West, - Toronto

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for

The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.

BEANS AND CORN A SPECIALTY

ALFRED T. TANGUAY & COMPANY

Commission Merchants and Brokers,

91 DALHOUSIE ST. - QUEBEC CITY

Buyers and Sellers of

All Kinds of Grains and Seeds

Denault Grain and Provision Co.
LIMITED

SHERBROOKE, P.Q.

Want Ads.

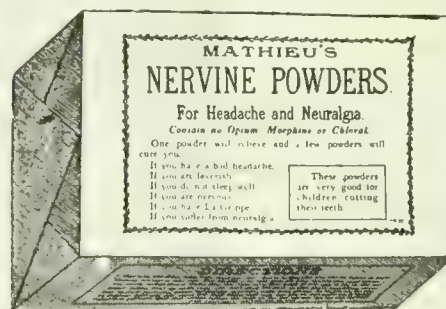
There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

MORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.



Mathieu's "Nervine Powders" and "Syrup of Tar"

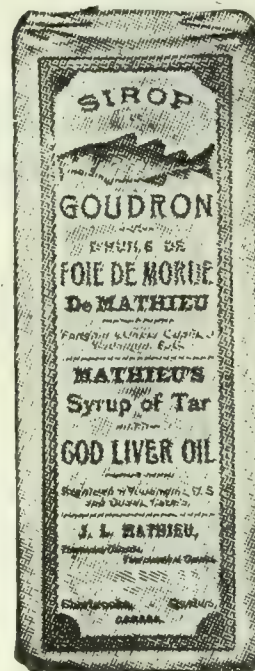
can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

J. L. Mathieu Co.

Proprietors

Sherbrooke

Quebec



If any advertisement interests you, tear it out now and place with letters to be answered.



Copyright in Canada By Kellogg Corn Flake Co., Limited

DOMINION Toasted Corn Flakes



Are made in Toronto exactly as they are made in Battle Creek, Mich., by the manufacturers of Kellogg's Toasted Corn Flakes of the United States.

**ALWAYS PACKED
WAXTITE**

Kellogg Toasted Corn Flake Company
Toronto, Canada

Mr. Grocer:—

You will gain favor with your customers by urging them to buy

DOMINION TOASTED CORN FLAKES

in the WAXTITE package

which means "*fresh from the oven.*"

Everyone enjoys eating these dainty golden flakes, there is nothing else just like them on the market. They will really know how good Corn Flakes can be when they have eaten

DOMINION TOASTED CORN FLAKES

W. K. KELLOGG CEREAL COMPANY, Selling Agents, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Royal Shield Products will always satisfy

The unexcelled goodness of every line bearing the Royal Shield Brand makes first sales the forerunners of steady repeats.

You can unhesitatingly recommend any Royal Shield Product as being the very best that care and human ingenuity can produce.

Write any of the houses listed below for a trial supply. This will prove the splendid selling value of Royal Shield Brand of Goods.



*Our Head Office
at Winnipeg*



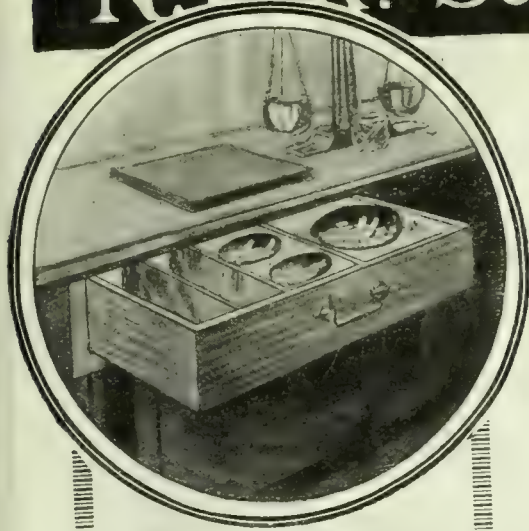
Campbell Bros. & Wilson, Limited

Wholesale Grocers and Importers, and
Packers of Royal Shield Brand of Goods

Branches: Campbell, Wilson & Horne, Limited, Calgary, Lethbridge, Edmonton, Red Deer; Campbell, Wilson & Miller, Limited, Saskatoon; Campbell, Wilson & Strathdee, Limited, Regina and Swift Current.

If any advertisement interests you, tear it out now and place with letters to be answered.

N.C.R. Service a Sign of Success



The History of the old Cash Drawer

Mistakes
 Losses
 Temptation
 Uncertainty
 Laziness
 Carelessness
 Disputes
 Customer
 Dissatisfaction
 No Records
 Overwork
 Late Hours
 Inefficiency
 Small Profit
 Stunted
 Business

Before and After Confederation and a message for to-day

Those of us who can look back to the days of Confederation, re-live as the old associations are recalled.

The store of the early days had many pleasant associations. The wooden Till could tell an interesting story—one which would perhaps reveal human weaknesses, losses to the merchant on account of mistakes, disputes with customers, forgotten charges, etc.

Doing business in an efficient or systematic way was little thought of in those days. The temptation which was placed before employees was criminal.

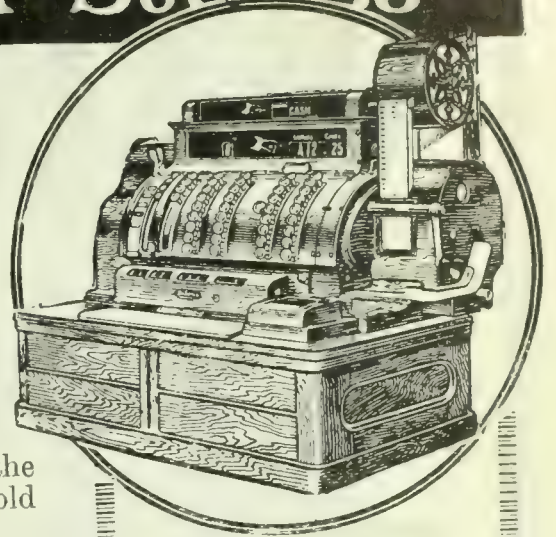
A merchant of Dayton, Ohio, in thinking of the dangers to himself and his employees because of no system, devised a crude mechanism for registering money. This was the first step from the old-fashioned Till to the present highly specialized Cash Register.

The story of the years of struggle and patience on the part of the founder of The National Cash Register Company, Mr. John H. Patterson, to perfect a register which would relieve the retail merchant of work and worry, remove temptation from his employees, is a most interesting one.

The story of Mr. Patterson's early struggles is told by himself in an interesting booklet—"The Troubles of a Store-Keeper and How to Correct Them." This booklet is of especial interest to every retail merchant. Send us your address and we will gladly forward you a copy.

THE
National Cash Register Co.
 OF CANADA, Limited

HEAD OFFICE AND FACTORY:
 350 Christie Street - TORONTO, ONT.



The History of N. C. R. SERVICE

No Mistakes
 Losses Stopped
 Temptation
 Removed
 Accuracy
 No Disputes
 Customer
 Satisfied
 Quick Service
 Correct
 Information
 Instantaneous
 Audit
 Immediate
 Balance
 Highest
 Protection
 Success

A "National" Serves and Protects

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA



SELL PRESNAIL'S PATHFINDER CIGARS

Furnivall's
FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

—the finest nature and science can produce.

There is only one **Best Jam** to-day and that's Furnivall's—a name that stands for tip-top quality and customer satisfaction.

Keep your stock displayed.

FURNIVALL-NEW, Limited

Hamilton, Canada



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Prove your loss to a cent in case of fire

You can do it with an International Account Register

This account keeping system is the simplest, most complete and most quickly operated system made. You have no extra safe to buy, no shifting of bill-holders to and from the safe to register.

An International gives you a quick and accurate service. Every credit transaction is totalled to the minute. Prevents mistakes and forgotten charges. Keeps delinquents in check, makes for regular payments and provides absolute safety in case of fire. The "International" is the modern system for modern and progressive merchants.



Write for booklet "I" which further explains and shows you how to solve the credit problems. Write now.

INTERNATIONAL SAFE COMPANY, LIMITED
FORT ERIE, ONTARIO



The Season's Leaders

SUMMER IS COMING!

That means your customers are going to be more particular about their shoes. A window display of these polishes occasionally has proven very profitable. Summer time is polish time—get your stock in without delay—it pays.



Ask for Prices and Complete Catalog



Top Notch

White kid and white leather cleaner.

Albo

White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

Bostonian Creams

Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

Cleanall

Cleans and freshens cloth top shoes, also silk and satin.

White Heel

Instantly makes white, heels and edges. Will not crack or chip off. Will have a big sale this season.

Quick White

(Liquid) makes dirty canvas shoes clean and white. A sponge in every package, so always ready to use.

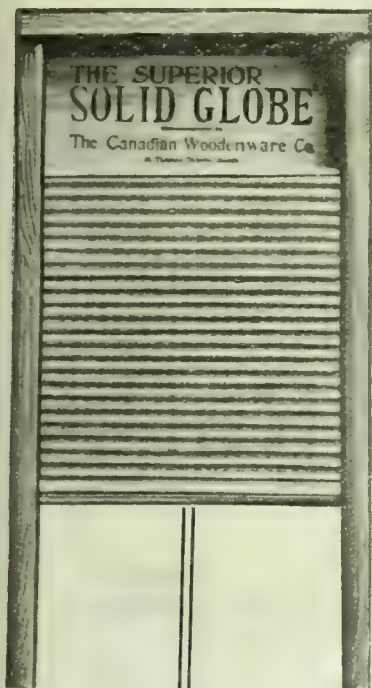


Get In Touch With Your Jobber Now

or write Whittemore Bros., Corp., Boston, Mass.

If any advertisement interests you, tear it out now and place with letters to be answered.

Show the housewife this serviceable wash board



You'll find it an easy seller, for the big value it offers will appeal to her, and the profit on every sale makes a little effort on your part worth while.

The Superior Solid Globe

will give every satisfaction under the severest wear. Make a little display in your store.

**CANADIAN WOODENWARE
COMPANY**

Manufacturers of Washboards in
Zinc, Glass and Metal
ST. THOMAS ONTARIO

Display Raisins

Raisins *sell themselves* when the appetite
is tempted

Raisins—heavily advertised by us for three years—are an *economical*, highly *nourishing*, *delicious* food. And millions know it.

Let people know *you sell them*. Put Sun-Maid Raisins in your windows and display them on your shelves. Identify *your* store with the *only extensively advertised* brand of raisins sold.

There's a *lusciousness* in raisins that attracts and charms the appetite. Take advantage of it. *Display Raisins!*

California

SUN-MAID RAISINS

Seeded

Seeds Extracted

Seedless

Without a Seed

Clusters

On the Stem

Sun-Maid Raisins, three varieties as above. Be sure to order a full line. Display Sun-Maid Vineyard Run Clusters (in 50 and 100-pound boxes) and our "tray pack" Sun-Maid layers, a new, convenient package which prevents waste.

Write us for reproduction of ideal window to serve as a model in arranging your display.

California Associated Raisin Co.

Membership 8,000 Growers
Fresno, California



"Out of sight" sometimes means
out of mind.

Are you showing

OCEAN BLUE ?

It is surprising how much trade is attracted by the bright 5c. packets of Ocean Blue. Put it in your window and

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.

The Gray Bldg., 24-26 Wellington St. W., Toronto

WESTERN AGENTS: For Mani-

toba, Saskatchewan and Alberta—W.

L. Mackenzie & Co., Ltd.,

Winnipeg, Re-

gina, Saskatoon

Calgary and

Edmonton. For

British Colum-

bia and Yukon,

Creighton &

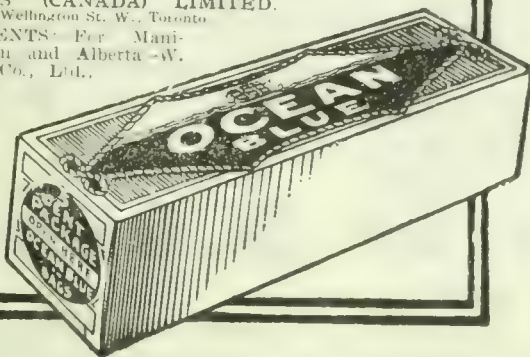
Avon, Rooms

and 6, Jones

Block, 407 Hast-

ings Street W.,

Vancouver, B.C.



Every Housewife needs these two

We illustrate below two particularly useful articles that every good housewife will appreciate. These sell easily and give you a worth-while profit. Write for our illustrated list.

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.

King and Yonge, TORONTO



Preserve Jars
With Stone Covers



Light and Dark or White
Glazed outside. Tall But-
ter Jars Dark Glazed
inside.

New higher price list being issued this week.

Orders reaching us prior to July 10th old prices will be effective.

If any advertisement interests you, tear it out now and place with letters to be answered.

*You
should
sell*

REGINA BAKING POWDER

It's a big favorite with every woman who has ever tried it. Put up in 16 oz. tins only. Retails at 50c per lb.

Keep a stock displayed and note the "repeats."



The Robert Gillespie Co.

WINNIPEG, MANITOBA, Agents for Canada

The New Breakfast Food



Dutch Tea Rusks

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.

WINNIPEG, MAN.

Agents for Canada



Build up your Summer Profits with Malcolm Milk Products

Here's an entirely all-Canadian line that has won the admiration and confidence of good housewives everywhere. A Malcolm display in your window or some such place where your customers will see it will quickly show you the

advantages of constantly featuring it. Stock up now for the hot weather trade. 5-case lots delivered to any point in Ontario, Quebec and Maritime Provinces. Freight paid up to 50c per 100 lbs.

The Malcolm Condensing Co., Ltd., St. George, Ont.

"The Only Canadian Milk Company"

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

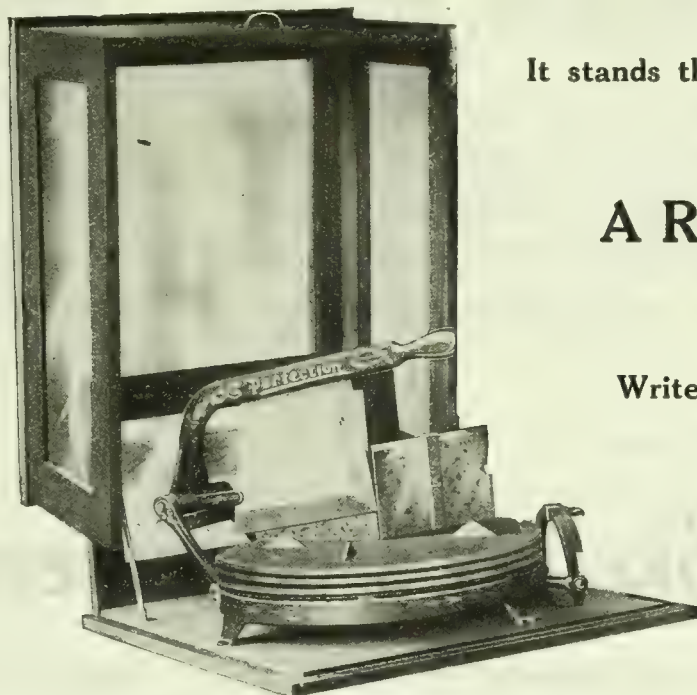
It is a Cheese Cutter
worth having

A REAL COMPUTER

and, yet simpler than all
others in construction
and operation

Absolutely no figuring
to do.

IT SAVES
ITS COST in a
few months and
lasts a lifetime.
BUY IT NOW.



It stands the test for durability, for it
lasts a lifetime.

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combina-
tion prices with cabinets
and pedestals.

**AMERICAN COMPUTING
COMPANY**
HAMILTON, ONT.

IF BUSINESS
is BAD or GOOD,
you need a PROFIT-
SAVER.
BUY IT NOW.

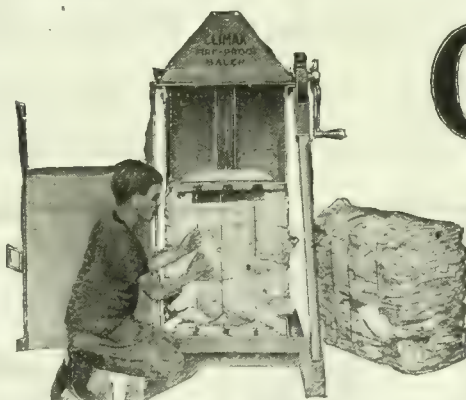
In our Prohibition Provinces and elsewhere, most
people are delighted with this delicious beverage.
And so are dealers, for

Hop Malt Beer Extract

sells quickly and sells well, wherever presented.
Helps anyone to make a most delightfully flavored,
genuine wholesome Lager Beer at home. Con-
forms strictly to Temperance Act. No license
necessary. Agents still required in many places.
Write at once.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

"Turn Waste Paper,
Cardboard, etc., into
money."

Write us to-day.

Climax Baler Co.
Hamilton, Ont.

Why Keep Your Customers Waiting?



No. 35

The Elgin National Coffee Mill

eliminates all that adjusting and
waste of time so common with the
old fashioned mill. The Elgin grinds
the coffee quickly, easily, and in
just the degree of coarseness that
your customer likes best. There is
no tedious adjustment; the mill can
be regulated while running.

We have just the right mill for
your store. See full description in
our new list. Mailed you on re-
ceipt of a postcard asking for cata-
log No. 24C.



No. 40

WOODRUFF & EDWARDS CO., Elgin, Ill., U.S.A.

More Dollars

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

If any advertisement interests you, tear it out now and place with letters to be answered.

Say to your customer :

“Griffin & Skelley, madam”

She knows that Griffin & Skelley's dried and canned fruits and vegetables are the very acme of quality; consequently she'll be quick to appreciate the delicate compliment you pay her in suggesting this high-grade brand.

Particularly is this true of

Griffin & Skelley's "Seedless" Raisins

This line is in good demand the entire year. You'll find it far more acceptable to your trade than any other raisin line you can suggest.

Your jobber can supply you. Ask him.



The Real Live Selling Line

is what you want—H.P. Sauce is what you are looking for.

It is well advertised, and sells freely.

Your customers are delighted with

H.P.

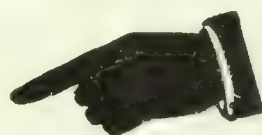
SAUCE

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and the package.

You will stock this line some time. Why not now?

Manufactured by

THE B & L MFG., CO. Ltd.

SHERBROOKE.

If you were absolutely sure that Red Rose Tea was the best tea on the market and that it would please more of your customers than any other tea, you would certainly make a special effort to recommend it.

Your wife will prove this to you if you take a package home to-day.

T. H. Estabrooks Co., Limited

St. John, Toronto, Winnipeg, Calgary



GOLD DUST SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY

LIMITED
MONTREAL

“Let the GOLD DUST TWINS do your work.”

If any advertisement interests you, tear it out now and place with letters to be answered.



Makes Good Profits for You

Every time you sell a package of Keen's, you build for the future. Display it prominently on your shelf and counter. This will help your sales.

You can recommend it always without any hesitation. The makers stand back of it.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Mutual Purchasing Company, Limited

Purchasing Agents and Importers

Groceries and Green Fruits

Buying Agents for the Undermentioned

Wholesale Grocery and Fruit Houses

WHOLESALE GROCERY HOUSES

Alexander Grocery Co., Ltd.....Camrose, Alta.
 Brandon Grocery Co., Ltd.....Brandon, Man.
 Camrose Grocery Co., Ltd.....Camrose, Alta.
 Crown Grocery Co., Ltd.....North Battleford, Sask.
 MacLean Grocery Co., Ltd.....Regina, Sask.
 Medicine Hat Grocery Co., Ltd.. Medicine Hat, Alta.
 Moose Grocery Co., Ltd.Moose Jaw, Sask.
 Red Deer Grocery Co., Ltd.Red Deer, Alta.
 Simington Co., Ltd.Calgary, Alta.
 Swift Current Grocery Co., Ltd..Swift Current, Sask.
 Weyburn Grocery Co., Ltd.....Weyburn, Sask.
 Yorkton Grocery Co., Ltd.Yorkton, Sask.

WHOLESALE FRUIT HOUSES

Acme Fruit Co., Ltd.Calgary, Alta.
 Bright Emery Co., Ltd.Winnipeg, Man.
 Canadian Fruit Co., Ltd.Moose Jaw, Sask.
 Early Fruit Co., Ltd.....Saskatoon, Sask.
 Kerrobert Merc. Co., Ltd.....Kerrobert, Sask.
 Lethbridge Merc. Co., Ltd.....Lethbridge, Alta.
 Northern Fruit Co., Ltd.....Saskatoon, Sask.
 Pioneer Fruit Co., Ltd.....Brandon, Man.
 Portage Fruit Co., Ltd.Portage, Man.
 Prince Albert Fruit Co., Ltd....Prince Albert, Sask.
 Rex Fruit Co., Ltd.....Moose Jaw, Sask.
 Rogers Fruit Co., Ltd.....Winnipeg, Man.
 Royal Fruit Co., Ltd.....Edmonton, Alta.
 Sterling Fruit Co., Ltd.....Winnipeg, Man.
 Stockton Mallinson Co., Ltd.....Regina, Sask.
 Walker Fruit Co., Ltd.....Weyburn, Sask.
 Lloyd Fruit Co., Ltd.....Regina, Sask.
 Mitchell Fruit Co., Ltd.....Calgary, Alta.
 Brown Fruit Co., Ltd.....Edmonton, Alta.

We Invite Correspondence from **Manufacturers and Shippers**

Mutual Purchasing Company, Limited 401 ROSS AVENUE
 WINNIPEG, MANITOBA

E. NICHOLSON, General Manager

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, JULY 6, 1917

No. 27

Modern Equipment as Business Builders

A Champion of Cash Trade, Has Added Effectiveness by the Consistent Use of Time-saving Devices—How Cutting Down the Labor of Clerks Has Meant Better Service to the Customer—A Word on the Value of Auto Delivery.

THERE is a vast amount of differing opinions as to the wisdom or unwisdom of a strictly cash business, and it is possible to get either view enthusiastically championed.

Among those merchants who have adopted the cash system and have proved to their own satisfaction that it is the best method of business is the firm of Fielding and Son, of Sandwich Street, Windsor. The firm does not do an entirely cash business, but it is so close to it that Mr. Fielding calls it a cash business. In the few instances where credit accounts are carried they have to be settled promptly and in full, for Mr. Fielding does make it a principle to carry no balances from month to month.

About two years ago it was decided to change the system of doing business from a credit basis to a cash basis. The result of this two years' experience induces Mr. Fielding to believe that the cash system has too many advantages over the credit system for him ever to return to the other method of business. More than that it has proved of financial advantage to him. In the two years that this plan has been in operation, they have done better than during the past sixteen years of their business existence. The idea of a cash business with Mr. Fielding, however, was something more than the idea of protecting himself against loss. He found that he could buy far more advantageously when he bought with the money in his hand as it were. There are plenty of fine chances that are awaiting the man who pays spot cash, in his way of thinking, and this is the idea behind both his buying and selling. He is able to buy at advantageous figures, and he gives his customers the benefit of this. Therefore he believes that both store and purchasers stand to benefit by the change. By purchasing in large quantities and watching the market care-



The three delivery trucks that have proved good business for Fielding & Son.

fully he finds that he can usually get a little the edge on the current price and the customers benefit.

It is Mr. Fielding's policy, too, to go after customers with a good strong advertising campaign, letting them know that they are going to profit. These advertisements appear twice a week, on Mondays and Thursdays, and have proven a great drawing card for the store.

Keeping Stock Moving by Judicious Advertising

Not only do they feature attractive prices that are bound to catch the public attention, but they are arranged to help move items that are inclining to drag. Whenever one commodity shows a tendency to hang behind the others, it is booked for attention in the next advertisement, and by this method of calling attention to these lines, the trying problem of just how best to handle dead stock, or stock that is in the process of dying has been largely eliminated.

A Simple Check on Sales

The store has a simple yet effective method of looking after sales. All payments are made direct to the store office. Slips noting the amount to be charged are given to the customer by the clerk serving them. The customer takes these to the office where the necessary change is made by the cashier, the ticket is marked O.K. and the check is then returned to the serving clerk before the parcel is

delivered. In this way it is possible every night to accurately check over the transactions of the day. The cash received must of course agree with the total of the clerks' check stubs. One cashier is able to handle this work, and the mere matter of the clerks not having to make change, not only avoids a number of mistakes that are otherwise bound to occur, but releases the clerk more quickly for other work.

Using Modern Devices to Save Labor Charges

The matter of substituting time-saving devices for the labor of clerks, and thus being able to do a much heavier business without any increase in the staff, is quite a hobby with Mr. Fielding. To get good responsible clerks, and surround them with every available modern device for making their service effective, and by so doing add to their efficiency, appears to be good business. It is the sort of good business that adds to the comfort of the customers, and adds generally to their respect for the store. It means prompt service, by eliminating a lot of old and toilsome activities, and cuts down the time required to serve a customer to the minimum. This is one way of gaining the customer's good will, and Mr. Fielding has found it a very satisfactory way. Modern bin counters and refrigerators, silent salesmen display cases bring the goods attractively to the attention of the customer, while at the same time keeping them easily within reach of the serving clerk. Cutting machines saves the large wastage that is represented by the ends of meat that so often eat up the profit obtainable without the merchant becoming aware of this fact. Electric coffee and meat grinders and modern scales, not only add to the modern appearance of the store, but



The Staff of the Fielding & Son Store, Windsor, Ontario.

each in its own way assures a better service rendered.

Still another item of business that probably in itself carries the greatest possibilities of satisfaction or dissatisfaction of any one single item in the modern store, is the matter of delivery. Here again Mr. Fielding has found it good business policy to give the very best service that the best of equipment could provide. For that reason there has recently been added to the store's equipment three auto delivery cars that enable the store to give a prompt and speedy service anywhere. Mr. Fielding has found this a very successful venture. The use of these three trucks have enabled them to get their deliveries out in just about half the time.

They employ competent drivers who know something about a car, and by so doing it has been found that the cost is no higher than the old time delivery by horse-drawn vehicle. The store will do an average business of \$1,000 every Saturday, which represents a very substantial business, the better part of which, of course, has to be delivered. That is a big undertaking, and one that was impossible to handle without encroaching on the Sunday hours by the old method of delivery. With the auto delivery, however, there is a great improvement in the service and by 11 p.m., the cars are back in the garage, and the service has been far better handled than would have been possible under the old system.

In figuring the profits to be made on the business, Mr. Fielding estimates his charges in this way: Advertising 1½ per cent.; delivery, 3 per cent.; other fixed charges less than 7 per cent., a total of between 11 and 12 per cent., while they figure on getting 15 to 17 per cent. of profit above cost.

There will be those who disagree with Mr. Fielding's contention that a strictly cash business is the most effective business method, but there are many other ideas in this story of his store methods that will have the heartiest approval of all wide awake merchants.

Commission Will Investigate B.C. Canneries

Conditions Detrimental to the Financial Success Will be Considered—Rapid Growth of Small Canneries, Licensing of Fishermen and the Bonus System Are Among the Most Important Questions to be Considered.

FOR some time past British Columbia fishing and canning interests have been vigorously opposing any suggestion on the part of the Government of any change from present systems and have been just as vigorously urging a commission of disinterested business men to go thoroughly over the ground and investigate the requirements of the actual situation.

Such a commission has now been appointed, and its personnel represents men that should be capable of a broadminded handling of the various questions under discussion.

The members of this commission are J. T. James, of Toronto; W. Sanford Evans, of Winnipeg, and H. B. Thompson, of Victoria, B.C.

The commission will begin its work practically immediately, Mr. James having arranged to leave Toronto Sunday night and will meet his confreres at the Coast. It is expected that their deliberations will take the better part of six weeks.

The main features of the fishing activity of the coast that will come under the observation and discussion of the commission is the practice of granting almost a limitless number of cannery licenses to operate canneries and the practice of licensing fishermen and appointing them to one particular factory.

Too Rapid Growth of Canneries

The canning interests have been complaining of recent years against what they claim is an unjustifiable increase in the number of canneries, which they claim is militating against the best interests of the industry. The supply of fish is barely sufficient to meet the requirements of some of the earlier and

larger factories, and the springing up of so many smaller companies, all of whom enter into competition for a supply of fish that is actually insufficient to meet the actual needs, it is claimed is compelling many of the factories to run at an actual loss, so that the cannery business on the Pacific Coast according to those most actively engaged in it has fallen upon rather sad days. Whether the commission will have power to act on this matter is not known, but in any event their findings on this phase of the situation would certainly go a long way toward remedying the difficulty.

The question of fishing licenses is also a matter of a good deal of moment. In the past it has been the custom to grant a certain number of fishing licenses and to apportion these to different canneries, thus possibly a cannery has 100 fishermen who are precluded from selling to any other party or for any other purpose. This, it is claimed, though not by the canneries, has had the effect of curtailing competition, and made the fishermen practically dependent on the canneries.

Because of the actual scarcity of salmon there has grown up a bonusing abuse that is not, it is believed, in the best interests of the business. For instance, a fisherman may be bonused say 2½ per cent. for bringing all his fish to one cannery. Competition being so keen he is certain to get a very fair market value for his fish in any event, and the bonus represents an extra charge that the canneries have to make in order to ensure their pack, that really is an unwarranted charge against the costs of production.

To meet this difficulty it has been suggested that the fishermen might be given

a stated sum. It would probably be difficult to get the fishermen to agree to such a scheme, and as any disagreement with the fishermen right in the heart of the canning season is not to be thought of, it is hardly likely that such action would be taken.

These, however, are some of the prob-

lems that the commission will be called upon to investigate.

Mr. James, when seen by the representative of the CANADIAN GROCER, stated that he had only been notified of his appointment a few days previously, and had had no opportunity of looking into the matter at all carefully, nor had

he been in touch with any of his fellow-commissioners regarding the subjects likely to be investigated. He admitted, however, that from his present knowledge, the subjects mentioned above were likely to constitute the main points of investigation, though many minor points would naturally be considered.

What to Do With a Sick Business

Cut Out the Dead Wood—Gather Money—Capital — Curtail Credit — Reduce Rental Expense—Make Haste Slowly.

By Henry Johnson, Jr.

THIS intimate letter comes from a point about as far as possible from Ontario; but because it is so intimate, I want to use it as it stands so that we may reach the meat of the nut, I date it from

Ontario, March 25, 1917.

Dear Sir,—Seeing in the CANADIAN GROCER that you had given a man some advice on his business, I ask for an opinion on mine, which has me guessing.

I have been here two years and took over the above business which was an old-established one and had done a large turnover in earlier days, but was let run down through indifferent management. When I took the business it was turning \$34,000 to \$35,000, and they had a staff of 3 men in grocery, 1 girl at china, 1 man in back shop—flour and feed—2 drivers, 4 horses, and 1 bookkeeper; a wage roll of \$84 per week. I have cut this to \$54 and got rid of two horses and one driver, one man in store, and cut out man in flour and feed, which does not pay at all, but a certain amount has to be kept for farmer accommodation.

After doing my hardest, and turning over nearly \$38,000, I was away on the short side and I am at a loss to know how to get over the trouble. There is no cutting here. Most of us agree on certain prices and stick to it pretty well, but in a town of this size there only seems to be about so much to go round. We have 31 good stores here, and a few little corner ones springing up all the time owing to the munitions works coming here which is to employ 1,400 hands.

China is not paying and takes up one side of the store. Made \$720 last year and carry about \$2,800 stock, which is not turned over once. Wages were about \$320; interest on money, \$190, leaving only about \$210 for rent for half the store and part of cellar.

Now it has been suggested to me that I get rid of the china, rent back store, put in a butcher's department in place of china, and go after the cash business. What do you think of this idea? The people here are very tight buyers and always on the lookout for bargains; and I am led to believe there is a whole lot of cash in the town if it were got after.

I did about \$20,000 cash and \$1,700 (\$17,000?) credit last year. To turn it into cash would mean a loss, or partial loss, of \$1,700 (\$17,000?)—not all of it, for

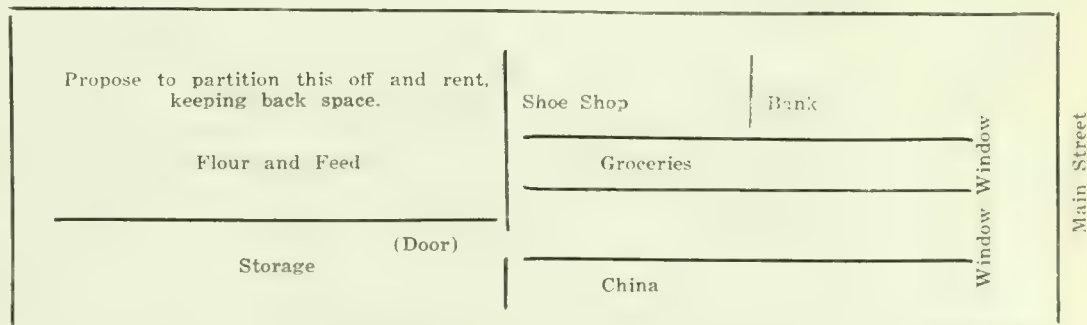
I would try to hold the R. R. trade and give them credit as usual. As my capital is limited the suggestion was to rent part of the store to a good live butcher, but I see difficulties in this, because then the store is not your own and he might not want to run it on my lines. I have always had a well-kept store and my windows cannot be beaten in this town at any rate. I had no trouble in building up a business from \$18,000 to \$50,000 in Blankton, but I cannot seem to make the jump here; there is not enough of the good class trade which I have been used to, so it seems one has to get after the volume. The rent is very high—\$11,000 (?) including taxes. There is a by-law saying that no butcher can have for sale or expose or keep any groceries, tea, or canned goods. I am not sure under this that I can open up along those lines, but might induce a druggist to take that side.

I have enclosed a rough sketch of the store and would be glad to have your opinion. Don't want to give up if there is a chance of pulling through. Some people think the munitions will work wonders here, but I am not so sure that it will do all they expect. I know it will start a lot of small shops on the corners of back streets. If I cut, there are two or three old established men here who could give me a pretty lively turn if they felt so disposed. They may sit back and laugh at a cash proposal as some have done before, and let a man get his fill. Any advice will be greatly appreciated.

Yours truly,

H— J— F—.

Side Street



Statement a Bit Incomplete

My friend's letter evidently was written hurriedly and is not complete enough for me to feel entirely sure on all points; but there is enough there for a begin-

ning of a diagnosis and suggested treatment.

First, there are sales of \$38,000. Then there was \$20,000 cash. So there must have been more than \$1,700 credit. Maybe he meant to write \$17,000, for there are several "abouts" which admit of variations in exact amounts. Or perhaps he means to say that he has \$1,700 outstanding.

Second, he says his rent is \$11,000. Surely, what he means is \$1,100. For with \$11,000 he would be beaten before he started with a rental equivalent to nearly 29 per cent. on sales. A rental of \$1,100 would be just under 3 per cent., and that is high enough in all conscience.

Third, I have no means of knowing exactly what his expense-ratio is, except as I can approximate it. There is wages of \$54 weekly, or \$2,808 a year; rent, \$1,100; his salary or living, say, \$900; interest evidently he figures at 7 per cent., but let us estimate 6 per cent. and say his total investment is \$8,000, and we have a charge here of \$480; allow 1 per cent. for advertising, which is probably more than he spends, and we have \$380; and other items very probably run to fully 3 per cent., or \$1,140. Here we have a total of \$6,808, or just a fraction over 18 per cent., including losses, depreciation and shrinkages.

Taking one thing with another, allowing for my estimates being strong here and weak there, I feel quite sure that 18 per cent. is not far from the actual expense account of this business. But my friend is in a position to know how near I am to the facts, so can get something out of the estimate.

Now, if he were running all departments profitably, he should make 20 per cent. on the average. That would leave him 2 per cent. to carry to net gain. That
(Continued on page 28.)



Salmon Fishing Boats at the Mouth of the Fraser River, B.C.

Romance and Business of Salmon Run

Some Information Regarding the Peculiar Phenomenon of the Big Run on the Fraser River—Some Explanations of This Peculiar Circumstance—A Word About the Various Kinds of Salmon—How the Salmon is Canned—A Word Regarding Present Prospects For the Big Run This Year.

FIFTY years ago in all the 7000 miles of sea washed shores of the Pacific Coast there was only one cannery and the fisheries were represented by only a few scattered vessels. To-day the fisheries of British Columbia represent yearly asset of upwards of \$14,000,000 and are the largest item in the fisheries of a country that stands well at the head of those countries which boast of huge fishery resources.

The salmon fisheries are the greatest asset of the province of British Columbia, and the salmon from the canneries on the Fraser and Skeena Rivers, River Inlet and Naas River have gone to every part of the civilized world.

Of the great fishing rivers of the Pacific Coast the Fraser stands far at the head. It is one of the great fishing rivers of the world and the one that is connected most intimately with the peculiar phenomenon of the Big Run. This phenomenon is seen in a slight degree in other rivers of the Pacific Coast but it is with the Fraser River that it is associated, and here it is that the enormous catches of Sockeye salmon are made.

The Year of the Big Run

This is the year of the Big Run, as it is known. This run occurs every four years. There has been a great deal written about this peculiar phenomenon ever since 1768 when the peculiarity of this river was first noticed. None of the romantic suggestions that have been woven around this phenomenon

have had the benefit of proof, and so the real reason for the return remains unknown. The young salmon after they have made their trip down the river spend the better part of their four years in the sea. The romancers have it that they in some way hear their parent river calling to them from far at sea. It is a poetic idea but the probability is against it. The more likely solution is that the salmon have never moved farther than 20 to 100 miles from their parent river. So when the spawning season comes with the impulse to seek the cooler water of the rivers they are not far from the river mouth and so they come in contact with the cold water of their parent river that in this way surely calls them. Even if you set aside the idea, that a special instinct calls the salmon home to the place of its birth, there is yet in this peculiar circumstance a something unknown that might well arouse the curious to picturesque explanations.

The Season of the Salmon Run

The main part of the run starts in July and is in force from then on till mid August. The salmon male and female ascend the river, the earliest going to the far head waters, to meet the cool waters from the mountain streams, for the salmon will not spawn until the temperature is as low as 54 degrees. There in water one to four feet deep, the male scoops out a gravelly bed where the female lays the eggs, the male then covering them with milt. This done the

parent pair begin to drift down the river, just drifting tail foremost making no effort to reach the sea, no matter at what distance they may be from it, and in a week or two weeks all die. The young salmon mature in somewhere between 120 and 180 days and in due season seek their way to their natural element the sea, not to return to the river again until the season of their maturity. Of the life of the young salmon little is known. It is not definitely known how long they remain in the river before they finally seek the sea, nor is anything known of their feeding grounds in the ocean. It is presumed that leaving the river they make for the open sea, and remain there until their spawning season comes, for they are never found in the inland bays of the coast.

Will the Big Run Come This Year

The sockeye is a four-year fish. This means that the fish spawned in the Fraser in 1913 will return to the river this year to spawn and this year according to the calendar is the big year. Whether it will be this year or not remains to be seen. Not that the Sockeye has changed its nature, but that circumstances four years ago were disastrous to the spawning salmon. The Canadian Northern Railway was blasting its way along the banks of the Fraser, and much of the debris was thrown into the already swift waters of the river. In this way many of the rest-

ing places used by the salmon in their long journey up the river were filled in and the salmon were unable to make way against the stream. Realizing the danger the British Columbia Department of Fisheries spent hundred of thousands in the building of a fish way to help the salmon past these swifter places. This was only partially successful and hundreds of thousands of fish died before they were able to reach the spawning grounds. For this reason there is a strong feeling that the beds were only partially seeded and that the Big Run for this year at least will not materialize and that the finest of the canning fishes will be still more at a premium, than in the past.

A Word About the Varieties of Salmon

There are five varieties of salmon caught and packed on the Pacific coast. Among these the Sockeye is the only one in which the phenomenon of the fourth year run is noted. Of them all to the Sockeye stands well at the head of the list. The Sockeye is a fish weighing on an average 3 to 10 pounds though greater weights are sometimes found. One of the reasons for the preference for this fish is the color of the flesh which is a deep and unfailing red. They enter the Fraser river as early as April, but they are not taken till July and the run is at its height during the first ten days of August. The spawning period extends from August to as late as October.

The Red Spring of Uncertain Color

The Quinnot or Red Spring salmon is the variety of next importance. It is a much larger fish than the Sockeye ranging from 18 to 30 pounds, while specimens have been discovered that reach 100 pounds. This was for many years, the first and only salmon used for canning. In the spawning season it becomes almost black in color. The thing that militates against the favor of this particular variety is the uncertainty regarding the color of their flesh, which runs all the way from a deep red to a light pink, and sometimes almost to white. Not that this actually affects the food value of the fish. They are no less rich in flavor or oil than the redder colored varieties but the demand has been for the colored varieties, and therefore the canneries are disposed to be prejudiced against them. The run in the Quinnot begins early in the spring and continues till about August.

The Silver salmon known to the trade as "Coho," has of late years become a



Interior of Salmon Cannery.

Unloading Salmon from Scow.



considerable factor in the canning products. In size it is about the same as the Sockeye ranging on an average at from 3 to 8 pounds. Their season is the fall, the run on the Fraser occurring in September and October.

The Dog salmon or "Chum" averages in weight from 12 to 15 pounds. Until a few years ago these salmon were considered valueless, but of recent years they have been caught in large numbers. They are mainly used for oriental trade, a big business having grown up with Japan in dried fish of this variety.

The Humpback Salmon a Two year Fish

The Humpback salmon or "Pink" is the smallest of the species found in Canadian waters it ranges from 3 to 6 pounds. Every second year there is an abundant run of these fish, that come in just at the end of the Sockeye run. These fish too were formerly considered of little value, but the great increase in the demand for all canned fish, has made them quite a factor in the business.

The Improved Canning Methods

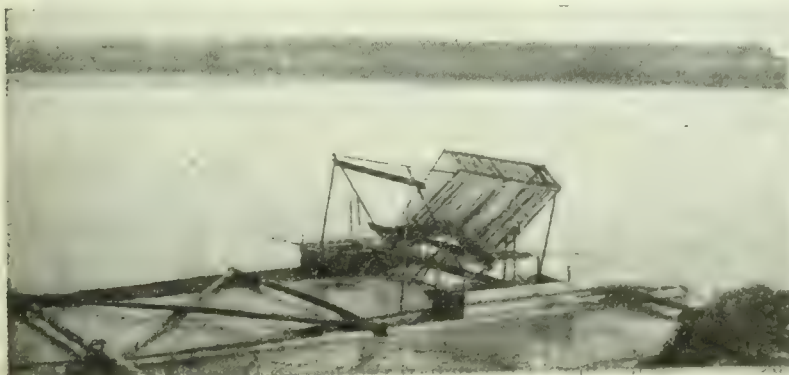
With the growth in the importance of this great industry there has come also a wonderful improvement in the handling of this product. Work that was formerly done by hand, by Chinese, Japanese or Indians, is now almost entirely done by machinery. The salmon are taken from the boats by conveyors which deposits them on a table close by a machine that is called the "Chink," after the oriental gentleman whose place it has taken. It is a machine fitted with an intricate arrangement of knives and

cutters. This machine dexterously slices off heads, tails and fins, scales the fish, slits it and removes the entrails. It then passes to the cutter where it is shaped in pieces to fit the cans. During all these operations water is constantly playing on the fish, so that it is thoroughly cleaned. The fish is then packed in cans that are soldered as they pass along a belt. They are then passed through test tanks, where any defective cans are detected by rising bubbles. It is then placed in retorts and cooked at a high heat. From there it passes to the packing and labeling rooms for its final handling before it goes to the distributor.

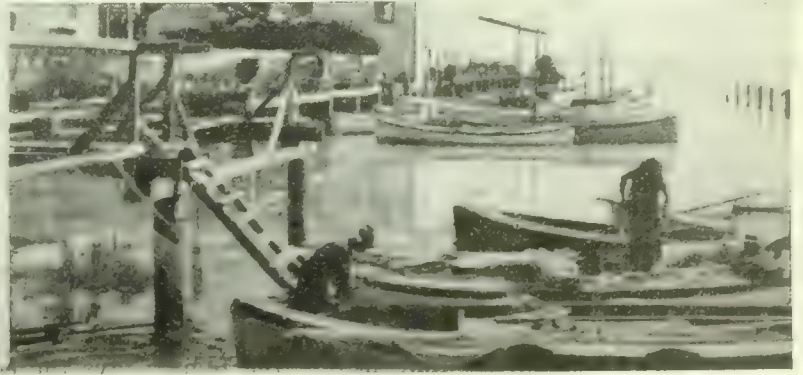
The Canning Situation

Now what about the canning situation in British Columbia for this year. The general belief is that it will be light. So light some expect, that there is a good deal of doubt whether there will be sufficient supply for the canneries to work at a profit. Most of the canneries have anticipated this condition, and have made no provision for a large run, so that should it eventually transpire there is the other possibility that they would be without the necessary materials to handle it.

There are others who look with gloomy eyes on the future of this great industry. They claim that the waters are being gradually depleted, and men whose judgment is sound are urging the wisdom of closing the river for three years to come to allow the salmon to repopulate the waters. This is probably



A fishing wheel on the Fraser River, B.C.



A British Columbia cannery wharf on the Fraser River

an over gloomy outlook for while the salmon have undoubtedly been taken in great numbers, the government has stepped into the breach and is carrying on a great fish spawning industry, so that young fish may be produced without the dangers of the hazardous trip to the spawning grounds. There is unquestionably however, a serious situation fac-

ing the British Columbia canneries in the probable short run, combined with the enormous increase of all the necessary commodities and labor. On the other hand there is this bright side that the demand for these goods is unwavering and will unquestionably handle at good figures everything that can be produced this year.

Further Discussion on Question of Vinegar

An Interesting Letter in Response to an Article That Appeared in a Recent Issue in Which the Writer Energetically Challenges the Opinions of the Former Writer—A Discussion That Should Lead to a Better Understanding of the Product.

SOME little while ago we published a brief article by Alby Robinson, of Woodstock, outlining his idea on the question of vinegar. We are in receipt of a letter from M. W. Graves & Co., of Bridgetown, N.S., who, in vigorous language adopts an entirely different viewpoint. As we published the one opinion, we are glad to give equal publicity to the opinion of a champion of cider vinegar.—Editor's note.

Bridgetown, N.S., June 24, 1917.
Editor CANADIAN GROCER:—

Dear Sir,—We notice in a recent issue of your valued paper, an article headed "Spirit vs. Cider Vinegar," by Mr. Alby Robinson, Woodstock, Ont. The only outstanding feature of which seems to us to be the entire lack of knowledge of the subject this gentleman has undertaken to discuss; and any one having the slightest knowledge of vinegar making or fruit raising would regard this article as an attempt to advertise spirit at the expense of cider vinegar, which has so far overreached its aims as to defeat its own purpose, not a single sentence of the contents being in accordance with the facts.

Your correspondent, in describing what he terms "the Government Analyst's claim about cider and spirit vinegar," quotes this authority as saying that spirit vinegar "is brewed from grain." The only vinegar brewed from grain is malt, and the description given of spirit vinegar by the Government analysts will be found in section 5 of the Order-in-Council of December 19, 1913, as follows, viz.: Spirit vinegar; alcohol vinegar; grain vinegar is made by the acetious fermentation of dilute alcohol.

The statement that spirit and cider vinegar of equal acetic strength have the same preserving quality is not correct, as cider vinegar contains, in addition to acetic, malic acid and other preserving qualities which are absent in spirit vinegar.

The Government supervision referred to by your correspondent is for the purpose of collecting the proper amount of revenue on the spirits used from the bonded warehouse, and is no special guarantee as to quality or age of the vinegar when marketed. The bonded warehouse may be large or small according to the circumstances of the proprietor, and in many of these establishments, vinegar is

marketed as fast as it comes from the generators, and no attempt is made at "ageing."

With reference to Mr. Robinson's assertion that "Cider vinegar is made from decayed and wormy apples, shovelled from the ground, where hogs, sheep and cattle are pastured," this statement is too absurd to need comment, as any of the animals named would consume all apples within reach and destroy the trees, were they allowed to roam in orchards. No modern orchardist would allow such conditions to exist on his premises.

"Decayed and wormy apples" will not make a marketable cider vinegar; the great bulk of apples used in this business are hand-picked fruit of good quality, from the warehouses where apples are packed for foreign shipment.

To get good results, the manufacturer of cider vinegar requires to exercise great care in the selection of fruit and handling of cider, after made, during the process of fermentation and oxidization, as any decayed matter or mold will destroy either process and cause trouble in the generating.

All authorities of recognized standing on the subject of vinegar, place cider vinegar in a class next to that of grapes. Paul Hassack, an expert in vinegar fermentation, editor of the Vinegar Bulletin. New York, in his issue of January last, says of the apple: "Its juice, when extracted, makes a delicious beverage, sweet or fermented, and for vinegar it is the only standard to go by."

Being engaged in the manufacture of cider vinegar we can say that any attempt to produce this article on a commercial basis from the quality of apples described by Mr. Robinson is foredoomed to failure, as nothing but cider free from mould and decay will give satisfactory results. The same care is required in the process of fermentation and filtration for vinegar as for the best cider beverages.

Trusting you will find space in your valued columns for this refutation of a manifestly unfair and misleading article, we remain,

Yours truly,

M. W. GRAVES & CO.

Per J. W. Salter.

WHAT TO DO WITH A SICK BUSINESS

(Continued from page 25.)

would be \$760; and that would equal 9½ per cent. on his capital to be carried into surplus account. That would not be big, nor even normally satisfactory; but he would thereby have his living and a real profit, and so would be better off than most storekeepers.

But evidently—very palpably—he is not doing anything like that. For his flour and feed is unprofitable; and his china is all of that, or worse.

What to do?

Traders in stocks have a rule of conduct of which we always can take heed. "Take a loss quickly," they say, and, "The first loss is the least loss." When they see things going against them, they close out at once and thereby stop from getting in worse. Let me put this in few words, since space is limited; but I hope you will read this over several times and believe that I emphasize every word.

Make it a rule of your life to stop doing anything which does not pay. Business can afford few "accommodation departments." So close up the door to storage and make a diagonal passage with door across corner of space now devoted to flour and feed; then rent that entire side street space instead of stopping at the dotted line. The diagonal door will give you access to storage into your grocery section; and that storage space must serve for all your flour and feed, for your cellar is enough for surplus stock—probably too much. I suppose you can get \$20 to \$25 a month for the side street space.

Next, clean out the china. Sell it by pushing hard. Get any old prices on what does not move out by usual sale tactics. Sell the odds and ends to anybody anywhere, at any prices—just get your capital out of it as speedily as possible.

Then you will have a full half of your store which you can rent to a butcher—a scheme which appeals to me as very sound and suitable, provided you can do it right. My suggestion would be that you arrange a moveable partition down the middle of the store, so the butcher can be completely cut off from your store at nights, or when you are not there; and let the butcher have his space as an entirely separate business. Do not mix with him at all. You should get \$400 a year, \$33.33 per month from him; and may let him sink his ice box through the back partition, though he should have all the room he needs without that.

I shall write a little more next week, for my space is now exhausted. Meantime, think this over.



WELL WORTH THE MONEY

We are very much pleased with your publications and think the GROCER especially is well worth the money we pay for same.

WOODMAN & McKEE,

Coaticook, Que.

Set Sales Price in Face of Order-in-Council

Canada Sauce and Vinegar Company Refuse to Abandon Their Contract Despite Mr. O'Connor's Threat That He Will Take Action Against Them—Nothing Heard From the Commissioner For Some Months Past.

The Canada Sauce and Vinegar Company was incorporated on June 21, with a capital of fifty thousand dollars, which is divided into five thousand shares of ten dollars each. The head office of the company is at 519 King Street West, Toronto.

This company has come into some considerable prominence prior to incorporation, owing to their price contract, that Mr. O'Connor claimed was a direct infringement of the terms of the Order-in-Council.

The contract of the company provides an iron-bound selling price that is maintained with the wholesaler, through them to the retailer and so on to the consumer, and provides a forfeiture clause, that annuls all contracts when once any infringement of this selling price is proved. More than that, the wholesale contract provides that any wholesaler must refuse to sell the product to any customer when notified by the firm that this customer has broken his contract and has sold below the agreed upon figure.

Mr. O'Connor early in March got wind of this contract and notified the president of the company, W. W. Leith, that he must at once cancel all contracts then in force, and from then on sell in the open market. Mr. Leith consulted his solicitors, Mulock, Milliken, Clark and Hedman, who wrote Mr. O'Connor championing the case of their client. Mr. O'Connor's reply was a statement that the contract of the company was illegal and must be discontinued. In this reading of the Order-in-Council the company's solicitors were unable to concur. They pointed out that there was no effort to increase the price of the product by this contract, but rather the reverse. As Mr. O'Connor still remained of the same opinion, the company was advised by its solicitors that their position was sound, and that they should maintain their position despite Mr. O'Connor's judgment.

Mr. O'Connor's letter stating that he would in due season take action against the company on the ground that they were conspiring to restrain trade was dated April 10, and since then nothing has been heard regarding the matter. In the meantime the company has notified all its customers that the contract is still in force and must be rigidly adhered to.

ing nothing on their business. Legitimate price cutting, the association members feel, is all right, but in the tobacco industry it has gone somewhat beyond this. The cut prices of yesterday are the accepted prices of to-day; nobody considers them a cut and nobody looks upon them as a bargain, and consequently the tendency has been to cut prices far beyond a reasonable level.

Therefore the association has decided on a nation-wide campaign to bring about a readjustment and to put the business on a better footing.

SHOULD ORDER WHOLE WHEAT FLOUR

Hon. W. R. Motherwell, Saskatchewan Minister of Agriculture, advocates the prohibition by the Federal Government of the manufacture of white flour and of the use of grains for the manufacture of liquor. He recently stated that it was nothing short of national scandal that nothing had been done when the world was confronted with a possible bread famine within the next year. He stated that only ideal conditions would ensure even an average crop in Saskatchewan,

and urged that the Ottawa authorities should order the sole use of whole-wheat flour which would increase the quantity and food value of the wheat crop by 20 per cent.

SHOULD ADOPT WAR FLOUR IN CANADA

At a recent gathering of the Board of Grain Supervisors in Winnipeg, a recommendation of the Dominion Millers' Association urging that Canada adopt war flour similar to that used in Great Britain was under discussion. W. E. Milner, manager of the Maple Leaf Milling Company, stated that the problem was either to establish a flat price or a minimum price, believing that by this means a fair price could be guaranteed to all. He contended that the option market might then be opened and the whole machinery of the grain business maintained.

NOT TO FOLLOW AUSTRALIA

In the English House of Commons it was recently questioned as to whether in view of the fact that the Australian Government had commandeered wheat for the use of the Empire, that the estimated exportable surplus of 80,000,000 bushels in Canada would be asked for. Bonar Law replied that the question of wheat supply from Canada had been discussed with the Canadian Government and that it was not proposed to adopt the suggestion. The same system of control was declared to be unsuitable in view of the geographical differences between the two colonies.

Beware the Ever Present Trading Stamps

It has been brought to the attention of this paper that a new scheme is in operation in several cities of Western Ontario that is a direct Contravention of the Trading Stamp Act.

A goodly number of merchants have been caught, by what appears to be a novel advertising scheme. Though not resembling the old time trading stamp, this scheme is none the less a type of trading stamp and as such renders the merchant using it liable to prosecution.

The Trading Stamp Act provides, that any trading stamp, cash receipt, or premium ticket, "which does not show upon its face the place of its delivery;" that is to say, that does not bear upon it the name and address of the merchant who gives it to the customer;

"the merchantable value thereof;" that is, that there must appear upon the premium slip or receipt the exact amount that may actually be received for this particular receipt;

"or is not redeemable at any time;" that is, that the value of each individual ticket or receipt, must be obtainable by the holder at any time that he may demand it; there can be no stipulation that they will be redeemed when a certain number have been collected; is a direct violation of the law.

Any premium ticket, receipt, coupon or other device that does not live up to these provisions is a direct infringement of the Trading Stamp Act and as such provides a penalty:—

For the manufacturer, "One year imprisonment, and a fine not exceeding five hundred dollars."

For the merchant: "Six months imprisonment and a fine not exceeding two hundred dollars."

For the purchaser, "A fine not exceeding twenty dollars."

It would be advisable for any merchant who has any such scheme presented to him to bring it to the attention of his lawyer, or consult his trade paper before taking any action that may well cause him serious difficulty.

TO PUT TOBACCO BUSINESS ON A SOUNDER BASIS

The Tobacco Merchants' Association of the United States have started a great campaign to put the tobacco selling trade on a sounder business basis. It is claimed that the matter of price cutting has become such a menace in this trade that retailers are practically mak-

CANADIAN GROCER

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No. 27

EDITORIAL NOTES

THE New York State Food Commission makes the statement that \$750,000,000 a year is wasted in food products in the United States. This is a serious charge, and it has been made more than once. In Canada, of course, the wastage would not total that enormous figure, but it is just a question whether proportionately we are not as wasteful as our American cousins. That wastefulness may have been pardonable in other years before the war had set its mark on the world. It is not pardonable now.

* * *

IT IS urged in extenuation that people do not know that they are wasting food. That can hardly be the case after long months of campaigning to bring this matter to the public attention. There is no extenuation for wasteful living now. Food must be conserved. The world must save or starve.

* * *

BARON RHONDDA, Britain's new food controller, is going at the work with even more energy than was displayed by Lord Devonport. One of his first acts was the formation of a department to arrive at the actual cost of food, with the idea of fixing prices within a reasonable limit.

* * *

IN BRITAIN, where at the present time practically every item of food has to be imported, this may possibly be a successful measure. On this continent the adoption of such a measure, as a large part of the daily press would suggest, could be nothing but a calamity.

* * *

THE COAL barons have agreed to reduce the price of coal at the mines by from \$1 to \$1.50 per ton. Let

us refrain from any carping criticism of old-time grievances, and as Eugene Field used to say, "Just be Glad."

WHOLESALE BACK MR. HOOVER

THE National Wholesale Grocers' Association of America, representing 1,200 members of the wholesale grocery trade of the United States, have waited upon Herbert Hoover, the American Food Dictator, and have offered him the full machinery of the Association to do with it as he pleases in the interests of his food conservation campaign. It is understood, too, that the President of this Association, Theodore F. Whitmarsh, will probably be one of Mr. Hoover's right hand men in the carrying on of the conservation campaign. Another probable appointee is Charles H. Bentley, of California, representing the canning interests.

There seems to be a feeling in the United States that even the food handlers can be patriotic citizens to be entrusted with the fortunes of the nation. Therefore, the food handlers rally round to do their share. There would be better results achieved in Canada if the Government and its officials did not start out with the idea that all handlers of food products were conscienceless profiteers.

THE AMERICAN FOOD CONSERVATION BILL

EARLY this week the United States Congress passed the Food Control Bill by an overwhelming majority. While the Bill has now to be ratified by the Senate, those best versed in the situation believe that there also it will be endorsed, with possibly a few minor amendments.

The provisions of the Bill give to President Wilson extraordinary powers to cope with the food situation, as well as providing \$152,500,000 for its enforcement. The Bill provides the power to control the distribution of food, feed and fuel, as he may deem necessary to best protect the interests of the country and the interests of the country's allies.

Probably the most notable provisions of the Bill as passed were the clauses dealing with the liquor interests. This clause forbids the use of any food-stuffs for the manufacture of intoxicating beverages. These clauses also give the President discretionary powers to take over any stocks of liquor that he may deem necessary to meet the requirements of the Government in the manufacture of munitions and other military and hospital supplies. There is expected to be a dissent from this prohibition in so far as it affects the manufacture of beer and wines, but other than this there is not expected to be any opposition in the Upper House.

By this Bill the President will be empowered to deal with this year's crop, a thing that has been much desired. The United States certainly seems to be putting her war preparations on a very wise and sound basis.

NEW POWERS OF BRITAIN'S FOOD CONTROLLER

MORE and more the countries at war are putting their machinery of government and administration on a business basis. More and more power is being delivered into the hands of administrative authority. In Britain, in the world at large, the question of food has become the outstanding question. Even the production of munitions takes second place to the production of food. Therefore it has been found necessary to take the same extraordinary measures to govern the food of the nation that was taken to govern the productions of the country for the manufacture of munitions.

Baron Rhondda, the British Food Controller, has been granted supreme power to meet the needs of the most crucial situation at present facing the warring nations. A recent order-in-council has given him identical powers, under the Defence of the Realm Act, with those enjoyed by the Admiralty, the Army Councils and the Ministry of Munitions.

Under this new order it will be possible to requisition the whole or any part of the production of any manufactory, paying for the goods requisitioned on the basis of the actual cost of production, plus a reasonable pre-war rate profit.

This is business, the business of winning the war. We may be coming to that on this continent sooner than we now believe.

CANADA'S FOOD CONTROLLER SPEAKS

W. J. HANNA has with commendable promptness made public his first statement as Food Controller for Canada. Those who were expecting any suggestion of drastic changes will, no doubt, be distinctly disappointed. The report deals unquestionably with matters of outstanding importance, but the ideas are not new. They are new only as coming from anyone in actual authority. These very ideas might very well have been expressed by any one of a half dozen of Cabinet Ministers two or more years ago. That no such statement was made is not so much credit to the novelty of the idea, it is a suggestion of the culpable negligence of those who should have been far-seeing enough to enunciate these principles, before the world supply of food had come as close to exhaustion as it is to-day.

Two years ago such a statement might have been of incalculable value in meeting a difficult situation; to-day the enforcement of the suggestions contained in Mr. Hanna's report are an imperative necessity. Perhaps the report was intended to convey some hint of this further action. One may well hope that this is the case.

It is certainly to be hoped that under his guidance officials will cease to pay undue attention to the high price bogey, and get down to matters that are of premier importance; and the most important point at the present is not what foodstuffs cost, important as that may be, but what foodstuffs can be made avail-

able for the use, not for ourselves, but for the furtherance of the cause for which we stand.

As Mr. Hanna vividly points out the almost criminal wastage and misdirection of food products must stop, if Canada is to do her share, her vitally necessary share in feeding the fighting armies of the allies.

TWO SIDES TO THE QUESTION

FROM the Lindsay *Warder* of Lindsay, Ontario, of recent date we cull the following illuminating market report —

"Butter prices were away down this morning, 35c. being the highest paid at the farmers' market.

The women disclaimed against the reduction and were curious to know what had transpired during the past week to cause such a drop.

Another woman said it was her last Saturday on the market offering butter for sale, as she would send to the creamery next week. It was easier money she considered.

"I am going to send my milk to the Reaboro cheese factory," said a South Ops farmer, "for a month on trial, but I hear so much about the testing of cheese in Montreal and then again in England that I do not like the way the Government is manipulating the cheese industry. Anything to beat the farmer," he said. Nearby a pleasant faced woman stood over a basket of eggs, which she was selling at 30c. a dozen. "I am not going to sell another one at that price so long as I can get water glass to pack them in. I will sell them at 60c. a dozen next winter," she remarked, as she sold out the last dozen and left for home.

The Chatham *Planet* of Chatham, Ont., on the same date carried the following item:—

"Chatham people are beginning to wonder whether it pays to make purchases on the local market.

"On the market this morning the price of butter ranged from 35 to 38 cents a pound, and eggs by the dozen also sold at these figures. By going to the stores citizens could purchase butter at prices ranging from 30 to 35 cents, and eggs for 30 cents a dozen.

"The farmers are certainly making a fat profit out of the citizen," declared a ratepayer to the *Planet* to-day. "Local store keepers who have rent and taxes to pay, it would appear, can sell butter and eggs, make a reasonable profit, and still be commanding lower figures for these commodities than the farmers are asking. Are they entitled to fleece the public in this way?"

For once the unfortunate middleman has escaped condemnation, and the dear deluded public comes in for its share. In one instance it is the people who are attempting to rob the farmer, and in the other instance the farmer who is attempting to rob the people. Probably both wrong, but any change in the agitation is a blessing.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

F. M. Murchie, grocer, St. Stephen, N.B., is dead.

A. Gallant, grocer, Bathurst, N.B., has sold to O. Genest.

G. E. Barbour, of the G. E. Barbour Co., Ltd., St. John, N.B., wholesale grocers, has been elected president of the local Y.M.C.A., in which he has taken an active interest for many years.

Frederick M. Murchie, one of the leading merchants of St. Stephen, N.B., died on June 26 at the age of seventy-five years. He was a former mayor and took a prominent part in the public life of the city. For many years he conducted a large grocery and general store.

A heavy run of mackerel has had the effect of lowering fish prices in general at St. John. Salmon has dropped from forty to sixteen cents per pound, shad at from twenty-five to fifty each, and mackerel at twenty-five cents per pound. North shore fishing interests report that the lobster season which has just closed has been well up to the average in spite of a poor start.

The wreck of the schooner Edgar Murdoch off the coast of Maine has deprived Canadian dealers of 340,000 gallons of molasses. The vessel was on her way from Barbadoes to St. John with a cargo of 3,400 puncheons when she was lost. Part of the shipment was for local dealers but the bulk of it was for the West. At present high prices this represents a loss of about \$200,000, besides aggravating the shortage of molasses supplies.

G. W. Ganong, president of Ganong Brothers, Ltd., St. Stephen, N.B., manufacturers of confectionery, and also largely interested in the St. Croix Soap Mfg. Co., Ltd., manufacturers of soaps, St. Stephen, has been selected as the next Lieutenant-Governor of New Brunswick. Mr. Ganong, who sat in the Dominion House of Commons from 1900 to 1908, is one of the leading citizens of New Brunswick and his appointment has been received with satisfaction by both political parties.

Quebec

N. Jodoin, grocer, Montreal, is selling out.

Owens Bros., general store, Montebello, Que., has sold out.

Montreal, Que.—Eastern Distributors, Limited, tobacconists, have been Federally incorporated with a capital of \$1,000,000.

Laurin & Thomas, general store, Mt. Laurier, Que., have been succeeded by J. Cuellette.

Gilmour Co., soap manufacturers, Montreal, have dissolved, W. A. Kennedy continuing.

J. L. Freeman, Montreal Manager for H. D. Marshall, Broker, has returned from a visit to Sherbrooke, and is visiting Quebec at the end of this week.

Visitors to Montreal business circles during the past week were I. W. Steinhoff, Toronto, E. M. Raney, Toronto, A. E. Silverwood, London, Ont., and J. M. McLean, Toronto.

Much sympathy is expressed in business circles with Mr. Samuel De Coss, Manager of Gunn's Limited Branch, Bon Secours Market, Montreal, on the death of his wife after an illness of some time.

Armand Chaput of L. Chaput Fils et Cie., Montreal, spent the Dominion Day week-end in Quebec, travelling there by automobile. He found conditions seasonably lively in the historic city with a great number of visitors there.

Montreal wholesalers remark in some cases on the evident tendency to thrift on the part of consumers at present, as judged by the movements of the luxury lines and other products which give an idea of what the people are using most commonly for food. The fact that thrift is being practised is favorably commented on.

Ontario

Schultz Bros., grocers, Pembroke, Ont., have been succeeded by W. Fox.

Chas. Collard, grocer, Toronto, has been succeeded by S. E. Skillen.

H. P. R. Ranch, Limited, has been incorporated at Toronto with a capital of \$40,000 to carry on a general farming and dairy business.

O. S. Matchett, of Matchett & Goheen, grocers, Peterborough, Ont., motored to Toronto for the holiday. He returned to Peterborough on Wednesday. While in Toronto he was a visitor at the office of

Western Provinces

Geo. Graf., general store, Rhein, Sask., has sold out.

C. H. Picott, general store, Laxo, B.C., has sold to G. Ardley.

McLean Grocery Co., Moose Jaw, Sask., dissolved partnership.

White Grocers, Ltd., retail grocers of Saskatoon, Sask., have sold out.

A. H. Benedict, president Hanna Trading Co., Ltd., Hanna, Alta., is dead.

F. Brudie, grocer, Lipton, Sask., has been succeeded by H. Koplevitch.

Michie & Donnell have opened up a grocery store at Brandon, Man.

W. Spooner is commencing the grocery business at Alberta Beach, Alta.

Mrs. L. Powell has sold out grocery business at Brandon, Man.

Stanley's Grocery, Winnipeg, Man., has registered partnership.

S. Hanley has commenced the grocery business at Vancouver, B.C.

S. Gordon has commenced the grocery business at Blaine Lake, Sask.

Sanders Bros., Ltd., grocer, Hawarden, Sask., have gone out of business.

James Stuart, grocer, Edmonton, Alta., has been succeeded by R. Angerer.

Geo. Yost, has sold grocery business to W. J. Shephard at Winnipeg, Man.

R. Williamson, grocer, Medicine Hat, Alta., is moving his stock to Sidewood.

Wilton & Co., grocers, have been succeeded by Moffett & Douglas at Winnipeg, Man.

Great West Grocery, Edmonton, Alta., has sold Bruderheim business to Olyan & Bricker.

Mrs. M. Doray has been succeeded in the grocery business by Doria, Montpetit at Edmonton, Alta.

J. H. McLandress, general store, Sinclair Station, Man., has been succeeded by C. S. Jackson.

Gallagher Bros., grocers, Elmwood, Man., have dissolved partnership, F. Gallagher retiring.

George C. Armstrong, for the last thirty years with the Ogilvie Milling Co., is dead in Vancouver, B.C.

A. S. Warren has been succeeded in the grocery business by Warren & Willows at Tompkins, Sask.

Osmond Marrin, buyer for John Marrin Co., wholesale grocers, Winnipeg, left for the East on Saturday last.

Fred Archibald, of D. H. Bain Co., Winnipeg, has just returned from an extensive trip, during which he called at all their branches in Western Canada.

J. E. Macfarlane, general manager of the Western Canada Flour Mills Co., Ltd., has just returned to Winnipeg from the West, and will proceed east at once.

Following the Retail Merchants' Association convention held at Winnipeg, it was decided to hold meetings throughout the province when the roads were in good condition, so that merchants could get together conveniently.

Geo. W. Markle, president of the Winnipeg branch of the R.M.A. has been delegated to represent the retailers at the conference held in Minneapolis, June 28. Other Winnipeg bodies will be represented. The object is to discuss the effect of the war on trade conditions.

Parkinson's Cash Grocery have succeeded N. B. Honeyman, at the corner of Lilac and Jessie Avenue, Winnipeg. Mr. Honeyman recently enlisted for active service. Mr. Parkinson, his successor,

was formerly connected with Robinson & Co., the well-known Winnipeg department store.

Horace Chevrier, G. W. Markle, C. F. Rannard, F. V. Humphries, traffic managers of the Hudson's Bay Co. and Robinson & Co., as well as J. H. Curle, secretary of the Retail Merchants' Association, Winnipeg, appeared before the Railway Commission last week, together with other Western bodies, to protest against the increase of 15 per cent. in freight rates and against the proposed Classification No. 17.

Horace Chevrier, Dominion President of the Retail Merchants' Association, had a narrow escape from death when he appeared with the other members of the retail Merchants' Association before the Railway Commission last week, when a piece of plaster, 1½ inches thick and 6 feet long, fell thirty feet from the ceiling. The plaster fell at a time when Roderick McKenzie was speaking on behalf of the Canadian Council of Agriculture. At the time he was using a very large figure, something like a billion dollars, which was far too much for the plaster. The council chamber was so crowded that the space on which it fell was the only space where it could have fallen without killing somebody.

SOME PRIZE-WINNING TORONTO HORSES OF INTEREST TO GROCERY TRADE

On Monday of this week the Toronto Open-air Horse Parade Association held its fifteenth annual show. It would be hard to imagine a finer display of horse flesh than those represented in the parade. A number of the winners would be of especial interest to the grocery fraternity.

In the class for pair and outfits for milling companies the Lake of the Woods Milling Company took first place.

Pair delivery horses and outfits, over 1,250 pounds—1, Swift Canadian Co.; 2, Swift Canadian Co.; 3, William Neilson Co.

Single horse and outfit, grocers, east side of Yonge and east of Yonge Street—1, Groves Bros.; 2, J. H. Barr; 3, J. H. Maynard.

Single horse and outfit, grocers, west side of Yonge and west of Yonge Street—1, F. Simpson & Son; 2, R. Barron. Ltd.; 3, J. Blood; 4, R. Barron, Ltd.; 5, R. Barron, Ltd.

Single horse and outfit, fruit, fish and game dealers—1, D. McIntyre; 2, F. T. James; 3, Stronach & Sons; 4, F. T. James; 5, Frank Consentino.

Single horse and outfit, flour and feed merchants—1, John Williamson; 2, Lake of the Woods Milling Co.

Single horse and outfit, wholesale and retail produce merchants—1, Gunns, Limited; 2, Gunns, Limited; 3, Gunns, Limited; 4, Swift Canadian Co.; 5, Gunns, Limited.

Single horse and outfit, open to all trades, weighing 1,250 pounds and under—1, Robert Simpson Co.; 3, Robert Simpson Co.

Horses weighing between 1,050 and

1,300 pounds—1, White & Co.; 4, Nasmith's, Limited.

CANNING PROSPECTS GOOD

Canning prospects for the coming season are good, apart from the possible can shortage. The many fruit and vegetable crops are facing the adverse weather conditions and the lateness of the season with considerable chance of pulling through. Experts state that prices generally will be lower than those of last year although the refusal of American can-makers to fill large orders will tend to keep prices up.

A. MACDONALD CO. HOUSES

Some interesting changes have recently been made by the A. Macdonald Co., wholesale grocers, with branches in all large centres in Western Canada. John Downey, formerly manager of the Edmonton branch, has been appointed manager in Winnipeg, to succeed A. Badenoch, who has gone west to Vancouver to take charge of the new branch there. Mr. Downey, prior to his connection with A. Macdonald Co., was with the Riley Ramsay Co., Port Arthur, a Toronto firm. W. F. Stewart is now acting manager at Edmonton. As stated in our last issue, the manager of the Lethbridge branch died recently. H. P. Morson is

now managing that branch. Edwin Mateer will shortly go to North Battleford. Mr. Mateer has been buyer at the Winnipeg branch for a long time, and his friends in Winnipeg will be sorry to see him go. He is succeeded by A. M. Long, who was formerly buyer for the Riley, Ramsay Co., Port Arthur, and who was with other wholesale grocery houses in Toronto.

FISHING INDUSTRY LACKS SALT IN NOVA SCOTIA

The fishermen of Nova Scotia are threatened with a salt famine which will result in the loss of millions of dollars to the fishing industry if something is not done immediately. Fish merchants speak of the importance of the fishing industry and of the prohibitive freight rates that private importers would have to pay for salt and of the gross neglect of this vital problem by the Government at Ottawa. One prominent exporter of dry and pickled fish states that the high cost and freight on coarse salt has brought about the threatened famine in salt, and that importers have not booked any cargoes from Portugal or the Mediterranean. The herring and cod fishery season is just beginning, the industry cannot operate without salt, and as far as is known there is only one small cargo boat on passage to the port of Halifax.

Eliminating Unnecessary Service as a War Measure

Advertising to Eliminate Delivery Abuses—Pressing Home the Slogan of "Carry Your Own."

THE Commercial Economy Board of the Board of National Defence the organization that is doing so much to put the United States on a sound war footing has of recent date sent out letters to the large grocery activities urging the necessity of the curtailment of the delivery systems at present in vogue, both as a matter of economy, and as a means of releasing for the public service many men who are employed in maintaining needless delivery. The board realizes the difficulty that is presented by anything but concerted action and is therefore urging that all grocers band together to further this idea of curtailing, unnecessary delivery. The idea is not to entirely do away with the delivery service of stores, but merely to see that this service is kept within the narrowest bounds of actual necessity. In this way it is believed that the heavy delivery costs, that amount on the average to 3 per cent. of the gross sales, can be materially lessened, without in any way injuriously affecting the service given by the stores.

To achieve this result it has been urged that there is need of a campaign of publicity. If such a campaign were undertaken, the Board are confident that the public could readily be made to understand the situation. As most things can be obtained by judicious ad-

vertising, it is proposed to get the public acquiescence to this change by judicious suggestion.

Signs Suggested

Signs prominently displayed in every retail grocery store in the country, asking purchasers not to require needless deliveries, would have a wonderfully beneficial effect. For instance, it is suggested that every grocer display such a card as this:

Don't have it sent if you can carry it home.

Your country needs the men and money now being wasted in needless delivery of goods.

Be Patriotic—carry your own.

Or such a sign as this:

Lighten your Country's burden by carrying your own.

Millions of dollars and thousands of men are tied up by needless delivery of goods.

These men and this money can be released for vital service if you will help.

It is patriotic to carry home all possible parcels.

Begin to-day.

While this is not dealing directly with Canadian conditions. In this regard at least there is little difference between Canada and the United States and this idea is one that might very well be considered by every grocer.

Morgan's Men—the Magic Circle of Wall Street

A Brief But Intimate Introduction to the Partners of the Great Financial House.

READERS of CANADIAN GROCER read on this page last week an intimate sketch of America's greatest financier, J. P. Morgan. It was a "close-up" of the head of the great money house and revealed that his part in the operations of the big firm was that of the dominant influence rather than that of the guiding hand. J. P. Morgan is not himself a man of parts, but the House of Morgan is very much an organization of parts. As might be guessed, then, the partners in the firm, the men who come more directly into touch with the direction of affairs, are important factors in national and international finance. In fact to be a member of the firm of J. P. Morgan and Company is to belong to the house of peers of the American financial world; it is Wall Street's patent of nobility.

Of what stuff Morgan picks his men and why has always been of very keen interest to the business world. The selection of a new partner is an event—an event to the man himself, and to Wall Street. It means the recognition of a new genius of finance. Gossip has it that only once has an invitation to join the company been declined. The man in question was and is the head of one of the greatest banks in the United States and he preferred to keep his job. Let us look at the men who have accepted and who are to-day members of the magic circle of American finance. They are intimately and briefly described by Albert W. Atwood in *Every Week*.

Henry P. Davison, whose desk is next to Morgan's, is a keen, hard-surfaced business man, as his pictures show him. He is stockily knit, together with steel-blue eyes. His mouth is about the straightest, firmest mouth I have ever seen, and he can be as cool as ice under excitement. Years ago, when he was a paying teller in a little bank in New York, this document was handed in at the window:

"I promise to pay to the order of Almighty God the sum of \$1,000 when presented by Charles Freeman. Penalty if forfeited — death."

"You will have to be identified," said Davison.

"No, I won't," replied the lunatic, as he shoved a loaded revolver toward the young teller's face. "I want the money to found a cure for consumptives. Hurry up, or suffer the consequences."

"How do you want the money, in dimes?" asked Davison—after having read the check in a loud voice, to attract attention.

Then, while he slowly counted out the money, the house-detective, attracted by the unusual noise, seized the madman from behind.

But Davison has gracious manners, and makes many friends, even though he is firm, decisive, and quick acting. Back of his aggressive self-confidence and the almost steel-like mechanism of him, there is intelligence, wide-reading, vision, imagination, and a careful study of economic, political, and international conditions. Like Mr. Morgan, he is singularly free from affectation. If he has something to say he says it plainly, straight from the shoulder, with no beating about the bush.

Outside of business, Davison is full of a

spirit of play and humor. He is generous and intensely loyal to his friends, a trait for which all Wall Street knows him. But his loyalty is based on the merit system, in that promotion and preferment never go to friends unless they have ability. Davison is probably the most powerful patron that a young and aspiring business man could have. He has pushed more young men to positions of prominence in finance than any other man in America. No one's friendship is more valuable financially, or perhaps as valuable, as his. Take six young men with equal ability, and the one who gets ahead is the one who knows Davison; but he doesn't get ahead at all unless he has "the goods."

Davison worked his way up through the banking business, his first salary being \$300 a year. He was offered a partnership in Morgan's because he showed great knowledge of local banking conditions in the panic of 1907, when the elder Morgan became financial dictator. The old man never liked hesitating people—which fact accounts for several of his partners.

Lamont Was a Newspaper Reporter.

Thomas W. Lamont, next in chronological order of the more widely known Morgan men, is a very different type. He started as a newspaper reporter after a course at Harvard, whereas Davison began as a bank clerk. He has the rather more human and mellow outlook upon life that characterizes newspaper-trained men in distinction to those trained in business. When he was a reporter he became interested in a small company that distributed food products. It was in the panic of 1893; and Lamont, along with a Harvard classmate, had a desperate time raising money. But the two young men curtailed waste in every department, and put life and energy into the little company. Lamont was really an efficiency engineer before such a creature had been discovered.

About the same time, Lamont and his classmate tried to buy another small food distributing company. They needed \$25,000, and raked the town for it. About \$25,000 was pledged, but they could not get the other \$5,000. If they had succeeded they would have made millions. But finally Lamont was able to get the American selling rights for a famous European chocolate, and from that time on he prospered. He embarked upon a selling campaign for this chocolate that made it famous from the Arctic to the Antarctic. Other articles were merchandised by him with the same degree of success, and it was his rapid upward movement in this field that led to an invitation to enter the banking business.

Lamont has an amazingly wide variety of educational and philanthropic interests. He is an authority on railroad finance, but his particular forte is negotiation. His tact, moderation, and self-control make him an ideal man for conducting big negotiations.

Then there is William H. Porter, the commercial banker of the concern. He was president of the Chemical National Bank, the richest for its size in New York, when he was invited to enter Morgan's. He carries much of the burden of the daily business of the office. Morgan's, besides its business of foreign exchange—"underwriting" huge bond issues, buying supplies for the Allies, and acting generally for the Allies, as the Rothschilds used to act for European nations — has a huge regular banking business, something like \$80,000,000 of deposits. It also owns stocks in many banks.

Porter is the typical American banker rather than the international financier. He has an extraordinary knowledge of bank-

ing methods, commercial paper, credits, institutions, and so forth. He reads banking literature without end, and keeps up with the technique of the thing—the law and science of it. He is a man who feels he must do things himself—a terrific worker with amazing powers of quietly sticking to a job until it is accomplished.

The "Different" Partner.

Edward R. Stettinius is different from all the others. He is the one who actually knows how to run corporations himself, and has done it. Essentially he is not a banker at all. His father was president of one of the first insurance companies in the middle West, in St. Louis. The son began as a broker, but became interested in a harvester company, later was president of a large boiler company, and then became head of the Diamond Match Company. He took these two concerns when they were nearly down and out, and built them up to success.

Stettinius was taken into Morgan's when the firm began to organize the business of buying supplies for the Allies. This amounted to more than \$100,000,000 a month; in one class of supplies alone to more than a million dollars a day. No one knows more about manufacturing plants in this country than Stettinius.

Stettinius is a "strong man" without rigidity or severity. He can play as hard as he can work. He loves children—he has four of his own—and children love him. One summer, while on a yachting trip, he landed in a little town, and soon was talking to several newsboys. Almost before the boys knew what had happened, he had bought out the nearest fruit-stand as a treat for them. It was no carefully planned charity with large headlines in the local paper, but merely his way of showing his fondness for boys wherever he met them.

The youngest partners are Dwight W. Morrow and Thomas Cochran—the last being the "baby" of the firm. Morrow and Charles Steele, an older man who was inactive for several years on account of ill-health, but who now is able to resume many of his duties, are the legal partners.

Like all of Morgan's men, Morrow believes in getting things done. He was a member of a commission appointed on January 22 of this year by the Governor of New Jersey to investigate the scandals of the Trenton prison. On February 5, two weeks after the commission was appointed, it made its report.

"I'm going to get quick action," said Morrow when he was appointed; and he did. The commission sat one day from 10 a.m. to 10 p.m.

Morrow is noted in the financial world for his powers of mental concentration, a highly desirable quality for one who has to work out intricate and difficult legal-financial problems. When his mind is concentrated on any given problem he forgets everything and everybody else in the world. He works as if in a trance.

Thomas Cochran, now at the foot of the class, has an extraordinary history of pluck. His father was rich, but lost his fortune when "Tom" was a student at Yale. The young man worked his way through his last year, and, while in no sense obligated, he assumed all the father's debts. These amounted to a couple of hundred thousand dollars, and in the course of some years Cochran actually paid them off.

Most young men would consider such a handicap an insuperable obstacle to success. Cochran tried all sorts of occupations. At first he tutored boys for Yale. Then he entered the hardware business in St. Paul, the railroad business in Albany, and the real estate business in New York. As in the case of nearly all successful men, a certain small element of luck played its part, in that he was thrown in contact with Mr. Davison, just as Davison, in his turn, was thrown in contact with the elder Morgan. Davison put Cochran in as an officer of a new trust company he was forming, and Cochran's rise was rapid.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THERE is an uncertain tone to the flour market, due to the possibility in large measure to speculation as to what the Canadian food controller is likely to do. In the United States it is anticipated that the food controller may take full control of the purchase and distribution of wheat and that millers will come under this control. This would place the handling of the flour in the hands of the Government. Should this be effected in the United States there is strong probability that it might have a bearing on the Canadian situation as the food controllers of both countries are avowedly working in harmony. There was a decline in flour during the week.

Sugar held in steady position, although there was a disposition to look for higher prices in view of the advancing market in the United States. Consumption of sugar is reported to be increasing, as the preserving of fruit necessitates heavier drains on stocks. Strawberries will be at their point of heaviest production during the latter part of the present or first part of next week.

Butter was in easier market, declines having been recorded, due to the big production. Eggs are also easier in price, but there is a disposition to anticipate the bottom of the market is somewhere near on eggs. Live hogs commanded considerably higher prices, with fairly heavy arrivals. Poultry arrivals were better during the week, but the demand is light and prices have declined. New potatoes are reaching the market in larger quantities from the United States and prices are now down to a basis of old potatoes.

Among the lines in which changes were recorded in an upward direction are cotton clothes lines, cotton twine, lampwick, hand cleaner, shoe polish, salt, sulphur, jar rings, vinegar, rolled oats, cornmeal, cornflakes. Business continued to be quiet during the week.

QUEBEC MARKETS

MONTREAL, July 4.—With flour weakening at date, the whole market for foodstuffs seems to be in a quieter conditions than has been noted for some time. Advances in miscellaneous lines are mostly due to cost of containers. Certain cereals are firmer priced, especially those made from corn. Corn syrups and starches are unchanged, and no hint was given of any coming advances. Sugar is showing a firmer trend, however, and there is no relief as to tea, though supplies may be more plentiful than had been at first anticipated when ship shortages developed. Molasses is none too plentiful. Canned goods are in demand and firm. Fish and provisions are in less firm market to some extent, and fruits and vegetables show the season's effects in more abundant supplies at lower prices, with some exceptions, notably bananas.

Many Sundry Lines

Show Price Advances

Montreal.

VARIOUS LINES. — Certain corn-

based package cereals have shown a 5 per cent. advance. Principal lines affected are "Post Toasties," now \$3.30 per case, and "Krinkle Corn Flakes," now \$3.25 per case. The firmness of the corn market is held responsible, in part, also cost of packing materials. Certain made in Canada jams are higher, due to cost of containers, etc. E. B. Smith's raspberry jam, 16-oz. package, is now \$2.85 per doz. An advance of 5c on Geo. P. Jacobs' jams per doz. was also mentioned. Robin Hood porridge wheat, 20's, in wood case, costs \$6.30 per case now, and 36's cost \$6.50. Eureka minute tapioca, prices on which were withdrawn lately, is now \$1.75 doz., instead of \$1.40. Two-ounce packages of Epsom salts are now 40c doz., an advance of 10c, due to cost of packages:

Sugar Market Shows

Stronger Tendency

Montreal.

SUGAR.—The market for sugar is stronger. It would appear as if the weakness experienced during the past short

period has taken the turn towards firmness. No actual change in price had been made at time of writing, but there were indications of firmness, and raw Cubas had actually advanced in New York by half a cent a pound. This would justify advances in the refined product, but the market was hesitating over taking the step up. An advance of considerable proportions might be looked for. Some opinions were suggesting 50c a hundred pounds; some were less inclined to predict. Demand was reported improving, and though refiners feel that there is still a lot of sugar in consumers' hands, if not on retailers' shelves, the advance of preserving time and strength of raw market combined indicate firmness to be anticipated, and also more demand.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 05
Acadia Sugar Refinery, extra granulated	8 05
Canada Sugar Refinery, extra granulated	8 05
Dominion Sugar Co., Ltd., crystal granulated	8 05
Special icing, barrels	8 25
Diamond icing	8 25
Yellow, No. 1	8 25
Yellow, No. 2 (or Golden)	7 55
Yellow, No. 3	7 45
Powdered, barrels	8 15
Paris lumps, barrels	8 65
Paris lumps (boxes), 100 lbs.	8 75
Crystal diamonds, barrels	8 65
Crystal diamonds (boxes, 100 lbs.)	8 75
Assorted tea cubes, boxes	8 65
Cut loaf (50-lb. boxes)	8 90
Cut loaf (25-lb. boxes)	9 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods In

Demand And Firm

Montreal.

CANNED GOODS. — Demand for canned goods continues steady, the holiday and camping season having accounted for some extra call for this class of foodstuffs. One firm of wholesalers have advanced their Golden Wax beans to \$1.65 a dozen. In other quarters the price was 5c lower. This line is getting scarcer. Absent from stocks for a long time, canned succotash has reappeared at \$1.75 per dozen. Prices on new pack salmon were expected by some wholesalers this week, but nothing was heard on the subject up to time of writing. Canned blueberries grow scarcer and firmer. One firm has advanced their gallon line to \$6.50 per dozen, an increase of 50c. Blueberries in "2's" still sell at \$1.35 a dozen. Outlook is for firmer priced canned goods.

Salmon Sockeye—		
"Clover Leaf," 1/2-lb. flats.....	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
1/2 flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 45	
Pinks, 1-lb. talls	1 80	1 80
Cohoos, 1-lb. talls	2 65	
Red Springs, 1-lb. talls.....	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25	
Canadian sardines (case).....	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s	2 25	2 30
Tomatoes, U.S. pack	2 25	
Tomatoes, 2 1/2s	2 15	2 20
Peas, standards	1 35	
Peas, Early June	1 45	
Beans, golden wax	1 60	
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 00	
Corn (on cob, gal. cans, doz., ..	8 50	
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	
Red cherries, 2s	2 25	
Strawberries, 2s	2 40	2 50
Blueberries, 2s, doz.	1 35	
Pumpkins, 2 1/2s	1 60	1 70
Pumpkins, 3s	1 75	
Pumpkins (gallon), doz.....	6 00	
Apples (gallon)	3 75	4 00
Peaches, 2s (heavy syrup).....	1 75	
Pears, 3s (heavy syrup).....	2 45	
Pineapples, 1 1/2s	2 25	

Dried Fruit Conditions Still Uneventful

Montreal.

DRIED FRUITS.—There is a very dull condition of market as regards dried fruits just at present. Demand is at the minimum, and it is thought by some wholesalers that the principle of economy is applying amongst consumers to bring about the lack of demand. Most of the dried fruits are very firm in price. Prunes are high, both Oregon and California crops being in firmer market. Raisins are rumored to be in for firmness, and dried apples are very firm for such supplies as are at present available. There are, however, reports of a good forthcoming apple crop. Greek currants will probably be available in a few months, and in the opinion of an experienced importer may be quoted about 19c to 20c New York (cleaned). There are not many dates now available, and bulk dates are not in demand to any extent.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	0 13	
Apples, choice winter, 50-lb. bxs.	0 13	0 13 1/2
Apricots—		
Choice, 25's, faced, new crop..	0 28	
Nectarines, choice	0 11 1/2	
Peaches, choice	0 13	
Pears, choice	0 15	

DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	0 32	
Lemon	0 24	
Orange	0 27	
Currants—		
Filiatras, fine, loose, new.....	0 21	0 22
Filiatras, packages, new, lb.....	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		

Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12 1/2	
Fards, choicest	0 12 1/2	
Hallowee (loose)	0 13	
Excelsior	0 11 1/2	
Anchor	0 09	
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2	
1 lb. glove boxes, each.....	0 12	
Cal. bricks, 8 oz., doz.....	0 95	
Cal. bricks, 10 oz., doz.....	1 20	
Cal. bricks, 16 oz., doz.....	1 40	

Cal. layers, 10 lb., 5 rows, box.	1 60	
Cal. fancy, table, 10 lbs.....	1 60	
Figs—		
Spanish (new), mats, per mat.	2 40	
Comadore (Portugal), per mat 33 lbs.	2 40	
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13 1/2	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12 1/2	0 13 1/2
70 to 80, in 25-lb. boxes, faced	0 12	0 13 1/2
90 to 100, in 25-lb. boxes, faced	0 11	
Prunes (Oregon)—		
30s	0 13	
40-50s	0 12 1/2	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown	3 75	
Muscatsels, loose, 2 crown	0 10 1/2	
Muscatsels, loose, 3-crown, lb....	0 11	
Muscatsels, 4-crown, lb.....	0 11 1/2	
Cal. seedless, 16 oz.	0 12 1/2	0 14
Fancy seeded, 16 oz. pkgs.....	0 12 1/2	
Choice seeded, 16 oz. pkgs.....	0 12	
Valencias, selected	0 11	
Valencias, 4-crown layers	0 11 1/2	
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

Not Making Much Choice Molasses

Montreal.

MOLASSES AND SYRUPS—Molasses has been reported amongst arriving cargoes at St. John, N.B., and the need for more supplies is felt in Montreal, where, though there is sufficient for the time being, anxiety is suggested as to winter requirements. At present railway transportation from St. John is heavily congested, and wholesalers await their shipments. No cargoes of molasses have arrived at Montreal this week. News from Barbadoes is to the effect that little or no choice grade molasses is being made on the Island this year, demand being all for fancy. Cane syrups are firm, but unchanged this week.

Prices for		
Fancy, Choice,		
Island of Montreal		
Barbadoes Molasses—		
Puncheons	0 78	0 72
Barrels	0 81	0 75
Half barrels	0 83	0 77
For outside territories prices range about 3c lower.		

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—		
2 lb. tins, 2 doz. in case, per case....	5 50	
Barrels, per 100 lbs.....	6 50	
Half barrels, per 100 lbs.....	7 00	

Higher Prices For Walnuts Anticipated

Montreal.

NUTS.—Again peanuts are higher, No. 1 Spanish and No. 1 Virginia being both quoted at 17 1/2c to the jobber by importers. Prices to the retailer, however, have been held very steadily at figures under these high quotations. Supplies of peanuts are available to meet immediate demand, but it is said to be increasingly difficult to get large supplies suitable for the manufacture of peanut butter. Oriental peanuts are available at lower prices than Spanish and Virginia, but firmness of market is felt in these also. Walnuts from Europe have been arriving in small quantities, and are quoted at very firm prices. For finest cracked walnuts as high as 55c is being asked of the importer now, and it is felt that prices to the retailer will almost in-

evitably advance. Brazils and other nuts are unchanged, and in quiet market.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	0 70	
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new)	0 18	0 20
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15 1/2	0 16 1/2
Peanuts, "Diamond G"	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.....	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.....	0 16 1/2	0 17
Pecans (new Jumbo), per lb.....	0 21	
Pecans, New Orleans, No. 2....	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	
Pecans (shelled)	0 80	
Walnuts (Grenoble)	0 18 1/2	
Walnuts (shelled)	0 52	
Walnuts (Marbots), in bags....	0 13	0 16
Walnuts (California), No. 1....	0 24	
Cocoanuts, 100 size, per sack....	7 50	

Beans And Peas Scarce And High

Montreal.

BEANS.—Lima beans are off the market in some quarters, and very scarce. The small supplies of Canadian hand-picked which were available after seeding time had passed have been lasting fairly well, considering that there were really only an odd carload or two. Three-pound pickers have also held out well. The high prices prevailing have helped conserve supplies, but there has been quite a fair demand for beans of the best qualities. Imported beans have been in only light demand, but have moved along reasonably well. Peas are scarce and firm, with fair demand experienced.

Beans—		
Canadian, hand-picked	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Yellow Eyes, per lb.....	0 15	0 15 1/2
Lima, per lb.	0 20	
Chilean beans, per lb.	0 14 1/2	0 15
Manchurian white beans, lb....	0 15 1/2	0 16
South American	5 70	
Peas, white soup, per bush.....	5 00	
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs....	6 00	7 25
Barley, pearl, per bag 98 lbs....	7 50	8 00

Rice And Tapioca Remain Unchanged

Montreal.

RICE AND TAPIOCA.—Quiet conditions and steadiness as to quotations characterize the market for rice at present. The demand, while normal, is not over-active, belief being that a good deal of rice was secured before the last advance. While the market for flour is not so strong, advances in rice are not anticipated, and the reports as to United States crops of this cereal are also of a nature to keep prices steady. Tapioca maintains its very firm market, with small chance of declines until the shipping situation improves.

"Texas" Carolina, per 100 lbs....	9 90
Patna (fancy)	10 15
Real Carolina, per 100 lbs.....	11 00
Patna (good)	9 40
Siam, No. 2	7 25
Siam (fancy)	8 40
Rangoon "B"	7 35
Tapioca, per lb.	0 14 1/2
Tapioca (Pearl)	0 14 1/2

Coffee In Dull Steady Market

Montreal.

COFFEE.—Absolute dullness besets

the coffee market still, and though on the American side efforts have been made to work up a little excitement over this product, there has been no stir of any kind, but rather a declining tendency. Brazil growers are in grave doubts as to the placing of the present crop since the war is still apparently to endure, and the markets of Germany and Austria will remain firmly sealed for some time. Local conditions are unchanged. Prices remain as previously quoted, and there is not much indication of changes coming. Cocoa is also in dull market, and for both coffee and cocoa demand is not at its most active just now.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Markets Are

All Very Firm

Montreal.

TEA.—Japan teas are in firming market. There is a rumor that the United States Government will ask Japan for ships to transport troops. This will affect tea transportation. China teas are likely to be very high. Shipping conditions will be worse for these than for Japans, in the view of men of Oriental experience now looking into the situation. For India and Ceylon teas conditions as to large shipments will be still worse, but because these teas are in such steady demand efforts will be correspondingly greater to improve affairs, and small shipments may be expected intermittently right along. The outlook is better for Java teas, and some shipments have been coming along in better quality than ever before. Great firmness still besets the whole market, but package teas may maintain prices with less change than markets would warrant, owing to the fact that the package tea men have been early in the field to secure good supplies of bulk teas.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	6 49	0 51

Spice Market Is

Very Uneventful

Montreal.

SPICES.—A condition of quietness prevails in the main supply sources for spices in New York. Demand which has been erratic and in some cases heavy has been only average of late, but always some activity is found as to spot stocks, and near arrivals. The peppers keep firm, seeds and herbs also showing signs of scarcity. Cloves are scarce. Nutmegs steady. There is no special feature of the local market except the prevailing quietness of tone. It is thought that spices may be much higher should they fall under taxation in the States as a luxury, and a very little more in the way of marine losses may work serious diffi-

culty for spice importers. Prices, however, remain unaltered to retailers so far.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 35	0 40
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice		0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Carraway, Dutch, nominal	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Expect New Canadian Strawberries Soon

Montreal.

FRUIT AND VEGETABLES.—With favorable weather the event of the week (expected) would be the arrival of Canadian strawberries. No predictions as to prices of these have been made. California soft fruits come in much greater supply now. Bananas have advanced about 50 to 75 cents. Lemons are also higher. Several lines of green and root vegetables are a little easier this week owing to better supply. Canadian spinach is on the market at 50 cents a box. Parsley is more plentiful. Florida tomatoes are practically off the market, and Mississippi flats are higher. New potatoes are coming in, and there is a tendency now to reductions in the old crop spuds, lots of a few bags or so being available from time to time at reduced prices, but in condition requiring rapid handling at retail as deterioration is swift.

Bananas (fancy large), bunch...	3 50	4 00
Oranges—		
Navel, per box		4 50
Floridas		5 00
Valencia, ordinary and large...	4 25	5 00
Grape fruit	2 75	3 25
Lemons	5 00	5 50
Limes, box of 80		1 50
Pineapples, Cuban, crate	3 50	4 00
Watermelons (U.S.), each	0 60	0 75
Apples (in boxes)—		
Winesap		4 00
Ben Davis		4 00
Cauliflower, per doz. bunches...		2 00
Celery, greentop, per crate		4 00
Celery (U.S. washed), doz.		2 00
Onions, Bermuda, crate 50 lbs...		3 25
Onions, Texas (crystal wax), crate 50 lbs.	2 00	2 25
Texas onions (red), crate		2 00
Onions, Australian, sack 100 lbs.		6 00
White onions, per bag (100 lbs.)		6 00
Potatoes (Green Mt.), bag, 80 lbs.		4 25
Potatoes (new), per hamper		4 00
Potatoes (new), per bag		8 50
Potatoes (N.B.), bag		4 25
Potatoes (Quebec)		4 00
Potatoes (sweet), per hamper		4 00
Carrots, per bag		3 50
Carrots (new), doz. bunches		0 50
Beets, per bag		2 00
Beets (new), doz. bunches		0 75
Parsnips		2 00
Peas (new), per hamper		3 00
Turnips (new), per doz.		1 25
Lettuce, curly, per doz.		0 15
Lettuce, Romaine, doz.		1 00
Lettuce, Boston, box of 2 doz.		2 25
Tomatoes, Mississippi Flats		2 65
Horse radish, per lb.		0 25
Cabbage (new), Charleston, crate		3 25
Cauliflowers (doz.)	3 50	4 00

Beans, U.S. wax, basket	3 25	3 75
Beans, U.S., green, basket		3 75
Leeks, per doz. bunches		2 00
Parsley, doz.		0 50
Mint, doz.		0 50
Watercress, doz.		0 50
Spinach (Canadian), box		0 50
Rhubarb, per doz.	0 25	0 35
Eggplant, per crate		6 50
Cauliflower, crate		4 00
Garlic (Venetian), lb.		0 10
Endive (Canadian), lb.		0 25
Strawberries (Louisiana), pints...		0 12
Strawberries (quarts)		0 20
Cucumbers (Fla.), basket	3 25	3 50
California plums, box		4 00
Do., peaches, box		2 75
Do., apricots, box		3 00
Cherries (Calif.), box		3 25

Fish in Steady, Not Too Firm Market

Montreal.

FISH.—Demand for all kinds of fish is active, and as supplies are adequate, prices keep easy. No advances are looked forward to for some time to come, if we except Gaspe salmon, which is in more changeable market than other lines. Owing to 4th of July holiday observation in the United States a big consumption of fish was experienced as in the past, and this may have its accustomed effect in producing some reaction upon prices in these markets. Halibut is plentiful, also haddock and codfish, and with improvement in the lake fisheries prospects are for improved supplies and easy prices. A few enquiries are coming along for pickled, salted, and cured or prepared fish, and as stocks are pretty low a brisk demand will be expected as soon as arrivals take place.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box		1 40
Smoked eels		0 12

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	17 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	2 75

FRESH FROZEN SEA FISH.

Halibut	15	17
Haddock, lb.		06
Mackerel		10
Cod steak, fancy, lb.		8
Salmon, Western	15	
Salmon, Gaspe	16	18

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 11	0 12
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20

Oysters—

Selected, gal.		2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.		12 00
Malpeque oysters (choice), bbl.		12 00
bbl.		10 00
Cape Cod shell oysters, bbl.		12 00
Clams (med.), per bbl.		8 00

FRESH FISH

Haddock	0 05	0 06
Steak Cod		0 07
Market Cod	0 05	0 06
Carp	0 10	0 11

Dore	0 14	0 15
Lake trout	0 13	0 14
Fike	0 10	0 11
B. C. Salmon	0 18	
Gaspé Salmon	0 16	
Gaspereaux, each	0 03	
Western Halibut	0 17	0 18
Eastern Halibut	0 16	0 17
Shad (Roe), each	0 50	0 65

Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch		0 09
Bullheads		0 12
Whitefish	0 14	0 15
Eels		0 10
Brook trout		0 30
Mackerel (large), each		0 20
Mackerel (medium), each		0 18

ONTARIO MARKETS

TORONTO, July 4.—With the starting of the fruit preserving season refiners report the demand for sugar is again starting. The market has been firm during the week in the face of the strength exhibited in the New York market. Flour showed weakness and a decline was recorded. Butter is coming to market in good supply and prices were considerably lower. Eggs were also easier by 1c per dozen. Advances were recorded in a number of lines of package oats. Salt and sulphur are two lines that have been increased in price. Salmon prices on new pack had not been announced at the time of writing but they are expected to be given out in the near future. Cotton products all show an upward tendency, clothes lines, cotton twine, lampwick being included. Business has been quiet in the city during the week due to the exit to summer resorts. Wholesalers anticipate a quiet time for the next few weeks.

Sugar Market Develops Strength

Toronto.

SUGAR.—During the latter part of last week considerable strength developed in the raw sugar market in New York due to the withdrawal of free offerings from the market by operators which was occasioned by the better demand for sugars from refiners in the United States. Fruit preserving is well under way in the United States and this has stimulated demand from refiners. Refined sugar advanced $\frac{1}{4}$ c during the period of strength and was quoted on the basis of 6.27c duty paid. Three of the American refiners advanced their quotations 25c per hundred. The weekly production continues to exceed that of corresponding weeks of the two preceding years on the Island of Cuba. This year is gradually catching up on last year, the estimated visible production to date being 2,714,536 tons against 2,829,700 to corresponding date last year and 2,316,713 tons in 1915. General rains have fallen on the Island during the week. It is estimated there are still 24 centrals grinding, compared with 17 last year and 20 in 1915. Advices as to the crop of sugar in Java are excellent as many more factories are working than at this time last year and the yield is big. Authorities in the face of these conditions are inclined to place the crop as high as 1,800,000 tons. Australia is apparently going to have a good beet sugar crop, the estimated crop for 1917-18 being 265,000 tons as against 175,000

tons last year. In Mauritius the crop is also estimated one-third larger locally there has been a noticeably better demand during the week, presumably on account of the berry season.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 19
Acadia Sugar Refinery, extra granulated	8 19
Can. Sugar Refinery, extra granulated	8 19
Dom. Sugar Refinery, extra granulated	8 05
Yellow, No. 1	7 79
Specing icing, barrel	8 40
Powdered, barrels	8 40
Paris lumps, barrels	8 79
Assorted tea cubes, boxes	8 79

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Salt And Cotton Products Go Higher

Toronto.

SALT, COTTON PRODUCTS, HAND CLEANER.—With the recent advances in the raw cotton market higher prices have been made effective on cotton clothes lines, cotton twine and lamp wick. Following are the prices now prevailing on cotton clothes lines: 30-foot, \$1.75 dozen; 40-foot, \$2.10; 48-foot, \$2.50; 50-foot, \$2.65; 60-foot, \$3.15; 72-foot, \$3.75; 80-foot, \$4.25; 100-foot, \$5.25. Cotton twine in three-ply is quoted at 50c to 52c per pound and 4-ply at 54c to 56c. Lamp wick in 32-yd. lengths, No. 0 is quoted 60c to 65c; No. A. 75c to 80c bundle; No. B, \$1.10 to \$1.15. Slick hand cleaner is now quoted at \$1.15 per dozen. Nugget shoe polish has advanced 5c and is now quoted at 90c dozen. Harry Horn health salts have also advanced and are now quoted at \$1.20. An advance of approximately 60c per barrel has been made in the price of salt which now makes the following prices prevalent: 120's to barrel \$4.50; 103's, \$4.30; 65's, \$4.05; 42's, \$3.90. Assorted sizes, 21's, \$4.35; 50's, \$4.35; 30's, \$3.85; 15's, \$3.60. Bulk ordinary fine in 280-lb. barrel is quoted at \$2.15, and advance of 25c; coarse is quoted at \$2.40, also an advance of 25c ordinary fine in bags is quoted at 45c per 50 lb. bag and ordinary coarse in 50-lb. bags is quoted at 52c per bag. Dairy salt in 50-lb. bags is quoted at 75c, while ice cream salt in 200-lb. barrels is quoted at \$1.35. These prices are f.o.b. warehouse. Smith's 16-oz. crab apple jelly is now quoted at \$2.45 and pure raspberry jam in 30-lb. tins at 17c per pound, an advance of $\frac{1}{2}$ c. Sulphur in 112-lb. bags is quoted at 4 $\frac{1}{2}$ c. Zinc and

lacquered gem jar rings have been increased 50c per gross, making the selling price now \$3.50. Canadian malt vinegar has been advanced 5c per gallon and is now quoted at 45c.

Prices On New Peas Expected Soon

Toronto.

CANNED GOODS.—Wholesalers anticipate the price on new-crop peas will be announced in the not distant future. Some are already booking on prices that are not firmly given. Canned salmon prices are also in the same tentative stage, as canners at the time of writing had not yet announced their prices on new pack. Some wholesalers are advising their customers that the outlook for salmon looks very poor on all grades and state that it would not be surprising if proportionate delivery will be comparatively low. In the face of this condition they have instructed their salesmen not to take orders in excess of their allotment as their deliveries will have to be in the same proportion as the canners make to them. Cohoes in 1-lb. tins were marked higher during the week in certain quarters ranging as high as \$2.90. Supplies of canned goods are getting in narrow limits with demand decreasing now that fresh vegetables are coming.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 45	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, $\frac{1}{2}$ -lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, $\frac{1}{2}$ -lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2 $\frac{1}{2}$ s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42 $\frac{1}{2}$	1 50
Peas, early June	1 52 $\frac{1}{2}$	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2 $\frac{1}{2}$ s	1 95	2 10
Apples, gallons, doz.		4 00
Pineapples, 2s, doz.	2 45	3 00
Pineapples, 1s, doz.		1 50

Molasses Demand Is Falling Off

Toronto.

MOLASSES, SYRUPS.—With the coming of summer weather there has been a noticeable falling off in demand for molasses and syrups of all kinds. Prices were firmly maintained, however, one of the concerns still continuing to remain out of the market on canned goods. Bakers and housewives are not using such large quantities of molasses in baking at present as they did during the cooler weather.

Corn Syrups—		
Barrels, per lb.	0 06 $\frac{1}{2}$	
Cases, 2-lb. tins, 2 doz. in case	4 60	
Cases, 5-lb. tins, 1 doz. in case	4 95	
Half barrels, $\frac{1}{4}$ c over bbls.; $\frac{1}{4}$ bbls., $\frac{1}{2}$ c over bbls.		
Cane Syrups—		
Barrels, first grade	0 06 $\frac{1}{2}$	
Barrels and half barrels, second grade, lb.	0 06	
Cases, 2-lb. tins, 2 doz. in case	4 80	

Molasses—		
Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs.		0 60
Tins, 2-lb., table grade, case 2 doz.		4 25
Tins, 3-lb., table grade, case 2 doz.		5 65
Tins, 2-lb., baking grade, case 2 doz.		3 00

New Prune Crop Reported Very Heavy

Toronto.

DRIED FRUITS.—Reports are very encouraging for an extra heavy yield of prunes in California this year but new prices have not yet been set as there is an uncertainty in the market due to the possibility of control by the United States. Growers of prunes through their association are endeavoring to get the United States Government to contract for large quantities of the fruit but there has been no offer made so far. In some quarters the belief prevails that the opening price of 5½c base will be named but this is even thought to be too high in view of the promising crop conditions. Growers are confident that they will get a good price, however. Locally the market for dried fruit is somewhat quiet in view of the appearance of fresh fruits on the market.

Apples, evaporated, per lb.	0 14	0 14½
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron	0 30	0 33

Currants—		
Filiatras, per lb.		0 22
Australians, lb.	0 23	0 24

Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60

Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10

Prunes—		
30-40s, per lb., 25's, faced.		0 16
10-lb. boxes, 30-40s		0 16½
40-50s, per lb., 25's, faced.		0 15½
50-60s, per lb., 25's, faced.		0 15
70-80s, per lb., 25's, faced.		0 13¾
80-90s, per lb., 25's, unfaced.		0 12½
90-100s, per lb., 25's, faced.		0 10½

Peaches—		
Standard, 25-lb. box		0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes		0 15

Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

Tea Market Holds Firm; Prices Steady

Toronto.

TEAS.—There is an uncertainty in the tea market over the quantities to arrive as definite advices have not been received. There is considerable tea on order in Colombo and Calcutta but importers have to await with patience arrival of teas in this market. Locally there has been a quiet tone to the market, some large dealers anticipating that during the month of July there is naturally very little interest in buying. Prices on the local market were firmly maintained during the week. Freights

from the Far East are reported to have advanced from 5c to 6c per pound within the past week or ten days. This is a factor that will make for still dearer teas on shipments to arrive.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

New Crop Coffee Beginning To Move

Toronto.

COFFEE, COCOA.—With the new crop Brazilian coffee just now beginning to reach the market there was an easier tone dominant in the primary situation. Locally however, there was no chance and prices remained steady. There is little activity in coffee in the primary market due to the atmosphere of uncertainty with respect to the food control measure. Stocks of coffee in the United States total 1,723,532 bags as compared with 1,296,888 bags in 1916. With 382,000 bags afloat there is therefore a total quantity of 2,105,232 bags as compared with 1,398,888 bags last year. Demand locally has been fair. Chicory is almost entirely out of the market. Cocoa prices held steady with a good demand reported.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Great Britain Places Embargo On Cloves

Toronto.

SPICES.—Announcement has been made by the British Government that embargo exists with respect to the transportation of Zanzibar cloves and prices have gone up in New York in accordance with the situation. Locally there are very small quantities of cloves in dealers hands and in the United States the stocks are also low. Goods now en route may steady the price somewhat but there is no telling how long the embargo will hold effective. As long as it holds there will be a very firm situation in this spice. Black Tellicherry pepper is also in very firm market. In the local market dealers in some instances have advanced their prices on cloves 3c per pound, which makes the range in that instance from 38c to 45c.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38

Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's.		0 40
Do., 80's	0 45	0 50
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Caraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure		0 60
American high test		0 65

Nut Prices Hold In Steady Market

Toronto.

NUTS.—There was little interest manifested in nuts of any description during the week except for the soda fountain trade. There is during the summer months a good demand for walnut halves for use in sundaes and other delicacies of like nature. Peanuts were also in steady market, following the recent activity in this commodity.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 14	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 40	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California		
Peanuts, lb.	0 17	0 18

Ground Rice Has Registered Higher

Toronto.

RICE, TAPIOCA. — The price on ground rice was advanced in some quarters during the week from \$7.50 to \$8 per hundred. Other rices held in steady market. From the South reports are not encouraging as to the outlook according to some authorities on conditions. It is stated that the bayous are getting low and that there is danger of pumping salt water into the rice fields. Texas reports that there has been no rain for 60 days and that unless relief comes soon the crop may be seriously affected. Considerable rice has been going out from New Orleans in export. While there was an easier tendency in the rice market noted a short time ago locally wholesalers are now holding firmly to prices announced at that time.

Texas, fancy, per 100 lbs.	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs.		0 12
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 50
Japans, second, per 100 lbs.	7 50	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 13½	0 15

Canadian White Kidney Beans Are In Market

Toronto.

BEANS. — Canadian white kidney beans are in the local market and are being quoted at \$9.50 to \$10.50 per bushel. There is not so much interest in the bean market now that fresh vegetables are reaching the market in goodly quantities. Canned beans however, are finding a good sale. Arrivals of Rangoon beans have not yet been re-

ported, although they are expected in the near future according to the time they left Indian ports. Limas are somewhat scarce but are being quoted at the prices of last week.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Canadian white kidney, bush....	9 50	10 50
Rangoons, per bush.....	9 00	9 50
Yellow eyes, per bushel.....	9 60	
Japanese, per bush.....	9 00	
Black eyes, Cal., bushel.....	6 50	
Limas, per pound.....	0 17	0 20

Package Oats All On Upward Grade

Toronto.

PACKAGE GOODS.—Higher prices were recorded in a number of lines of package cereal during the week, Robin Hood 20's having advanced from \$4.50 to \$4.80; with regular size 18's from \$1.60 to \$1.75. Quaker oats 20's have been advanced from \$4 per case to \$4.80 with 18's at \$1.75, an advance of 30c per case. Tillson's 20's have been increased 10c per case to \$5. Quaker cornmeal moved upward to the extent of 20c, the price now being \$2.85 per case. Quaker cornflakes advanced 30c to \$3.30. Quaker puffed rice and wheat are not yet being quoted. Prices on Krinkles and Post Toasties have been withdrawn but wholesalers continue to sell at present list prices subject to having in stock. Starches remained in steady market during the week.

Cornflakes, per case.....	3 00	3 40
Rolled oats, round, family size, 20s	4 80	
Rolled oats, round regular 2-lb.		
size, case.....	1 75	
Rolled oats, square case, 20s....	3 00	
Shredded wheat, case.....	4 00	
Cornstarch, No. 1, pound cartons	0 10 3/4	
No. 2, pound cartons.....	0 09 3/4	
Starch, in 1-lb. cartons.....	0 10 3/4	
Do., in 6-lb. tins.....	0 12 1/2	
Do., in 6-lb. papers.....	0 09 1/4	

Fresh Pike Shows Firmer Tendency

Toronto.

FISH.—There was a firmer tendency in fresh pike during the week, quotations being made at 10c per pound. Fresh lake herring is selling at 10c, with whitefish range narrowed from 13c and 15c to 13c and 14c. Tullibees were quoted at slightly firmer prices, the range being from 9c to 10c per pound. The market was somewhat quiet during the week due to the intervention of the holiday.

SMOKED FISH.

Haddies, per lb., new cured.....	0 11	0 12
Haddies, fillets, per lb.....	0 14	0 15
Kipper herring, per box.....	1 50	
Digby herring, bundle 5 boxes...	1 10	1 25

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks.....	2 60	
Salt mackerel, kits 15 lbs.....	2 25	

FRESH SEA FISH.

Halibut, medium, fresh, lb.....	0 16 1/2	0 17
Halibut, frozen.....	0 16 1/2	0 17
Salmon, Restigouche, lb.....	0 17	0 18
Haddock, fancy, express, lb.....	0 07	0 08
Steak cod, fancy, express, lb....	0 09	0 10
Mackerel, lb.....	0 10	0 12
Flounders, lb.....	0 09	0 10
Winkles, per bag.....	1 75	

FRESH LAKE FISH.

Herring, lb.....	0 10	
Pike, lb.....	0 10	
Whitefish, lb., fresh.....	0 13	0 14
Trout, lb., fresh.....	0 13	0 14
Herrings, frozen.....	0 06	0 06 1/2
Tullibees, fresh, lb.....	0 09	0 10

New Potatoes Drop \$3.50 Per Barrel

Toronto.

VEGETABLES.—With larger supplies of new potatoes reaching the market there was a decided movement toward lower prices, potatoes in barrels from the Southern States selling from \$8 to \$8.25 per barrel, which represents a decline of \$3.25 to \$3.50 per barrel. On this basis it is pointed out that new potatoes are now as cheap as the old ones at \$4.25 per bag. There are three bushels to a barrel whereas a bag contains a bushel and a half. Canadian cabbage in hampers reached the market during the week and was quoted at \$1.50 to \$1.75. Green peas in hampers are about off the market but Canadiana peas in 11-quart baskets are quoted at \$1, representing a decline of 25c per basket during the week. Radishes are in weak market due to the knockout blow given by backyard gardens. Vegetables are arriving in fairly good supply at present.

Asparagus, Can. grass, 11-qt. bkt.	1 25	2 00
Beets, crates.....	3 50	
Do., doz. bunches.....	0 40	0 50
Beans, green, string., hamper ..	3 25	
Beans, golden wax, hamper.....	3 25	
Cucumbers, Can., hothouse, 11-qt.		
basket.....	1 25	2 00
Cucumbers, Florida, hampers, 6		
doz.....	3 50	3 75
Cabbage, case.....	4 00	
Canadian, case.....	4 00	
Canadian, hamper.....	1 50	1 75
Carrots, new, hamper.....	2 00	2 25
Celery, Florida, half case.....	3 00	
Lettuce, leaf, doz. bunches.....	0 20	
Canadian head lettuce, doz....	0 50	1 00
Mushrooms, 4 lbs.....
Onions—		
Texas, 50-lb. box.....	2 25	2 50
Green, per doz. bunches.....	0 20	0 25
Potatoes—		
Elbertas, bag.....	4 00	4 25
New, barrel.....	8 00	8 25
Peas, Canadian, 11-qt. bkt.....	1 00

Radishes, doz. bunches.....	0 15	0 20
Spinach, bushel hamper.....	0 40	0 50
Green peppers, doz.....	1 00	
Tomatoes, Miss., 4-bkt. carriers.	2 00	2 25
Parsley, basket.....	0 75	
Watercress, basket.....	0 30	0 50
Turnips, new, basket.....	0 40	0 50

Canadian Berries Heavy Next Week

Toronto.

FRUIT.—Production of Canadian strawberries increased considerably during the week and prices were down 5c per quart, the range of prices being from 14c to 17c. It is anticipated the production will be at the heaviest point either during the later part of the present week or the first part of next week. Recent rains have swelled the berries to big sizes which militates against their keeping qualities. Southern cantaloupes are now in the local market and are being quoted at \$6 for crates of 45's. Canadian gooseberries are in the local market and are being quoted at \$1 to \$1.50 for 11-quart basket. Lemons are in firm market, both California and Verdilis being quoted at \$6 per case. Baskets of white cherries were quoted at \$1 to \$2 for 11-quart size.

Apples—		
Boxes, American.....	2 75	
Bananas, yellow, bunch.....	3 00	4 00
Bananas, red, bunch.....	2 50	3 00
Cherries, Cal., box.....	3 00	3 25
Cherries, Can., basket.....	1 00	2 00
Oranges—		
Cal. late Valencias.....	4 50	4 75
Grapefruit, Cuban, case.....	4 00	4 25
Lemons, Cal., case.....	6 00	
Do., Verdilis, case.....	6 00	
Pineapples, Cubans, case.....	4 00	
Peaches, Georgia, 6-bkt. carrier.	4 25	4 50
Plums, Clyman, box.....	2 75	3 00
Rhubarb, doz. bunches.....	0 20	0 30
Do., Canadian, 1-qt.....	0 20	0 25
Strawberries, quart.....	0 15	0 17
Watermelons, each.....	0 60	0 90

MANITOBA MARKETS

WINNIPEG, July 4.—The surprise this week was a marked firmness to sugar. Following on the heels of two declines of 15c per cwt., this came as a surprise to the trade. In view of this firmness, buying in and around Winnipeg was stimulated early this week.

There was a decline in flour of 50c per barrel the middle of last week, and another of the same amount on Saturday, June 30. Bran also eased off to \$27 per ton. Rolled oats in bulk declined to \$3.50 for 80's, but package oats went up to \$4.75 per case.

Sugar Market Reacts; Stimulates Buying

Winnipeg.

SUGAR.—The market reacted last week very strongly in New York, and raw sugar jumped 50c. in two days. Refined in New York also went up about 25c in one day. It was not quite clear in Winnipeg what was the cause of this, but it was pretty certain that a change had taken place in the sugar situation, and that the market was now beginning to go up at a good rate of speed. The feeling

seems to be here that the market will go much higher. There is again talk of ten-cent sugar. Naturally, this change in New York has affected the strength of the Canadian market considerably. The demand has improved considerably since the market firmed up, although the trade in Western Canada have bought very heavily within the last month. Attention is drawn to the fact that fruits are likely to be high, that is, many of the fruits required for preserving, and this will no doubt have considerable effect on the demand for sugar.

Cane Syrup May Influence Corn Syrup

Winnipeg.

SYRUPS.—It was stated here this week that the corn market was a little easier. This had no effect on corn syrup. The B.C. Sugar Refinery, Ltd., have been a little behind in their orders lately; now they are catching up, the corn syrup situation is likely to be affected somewhat, as cane syrup is considerably lower in price, in fact, about twenty per cent. lower. It is usually the other way about, that is, corn syrup is usually cheaper than cane

syrup. Molasses is very firm, the tin plate situation accounting mainly for this.

CORN SYRUP.

Beehive and Crown—		
2-lb. tins, 2 doz. case, per case.....	4	73
5-lb. tins, 1 doz. case, per case.....	5	13
10-lb. tins, ½ doz. case, per case.....	4	86
20-lb. tins, ¼ doz. case, per case.....	4	87
White Clover and Lily White—		
2-lb. tins, 2 doz. case, per case.....	5	23
5-lb. tins, 1 doz. case, per case.....	5	63
10-lb. tins, ½ doz. case, per case.....	5	36
20-lb. tins, ¼ doz. case, per case.....	5	37
Barbadoes Molasses—		
In half barrels, per gal.....	0	85
New Orleans Molasses—		
Blackstrap, half barrels, wood, per gal.	0	50

Evaporated Apples Up; Other Lines Advance

Winnipeg.

DRIED FRUITS.—There seems to be more firmness to the evaporated apple market, and the following prices are higher than those that have been quoted for some time: 50-lb. boxes 14c, 25-lb. boxes 14½c, 3-lb. cartons 46c. There has been a firming up on pears, apricots and peaches. Pears are worth fully 15c for 25's, and quotations are even higher than that. There is no change in the raisin situation; the market is not easy, but good stocks are held in Winnipeg. Currants continue very high, and are likely to be higher. Australian goods are about the only ones that can be figured on just now. Further supplies might arrive from Greece now that the situation has cleared up, but nothing is known as yet. Australian currants can be had at 19c, but some prices are higher than that.

Dried Fruits—

Apples, evap., 50-lb. boxes, lb..	0	14
Apples, 25-lb. boxes	0	14½
Apples, 3-lb. cartons, each....	0	46
Pears, choice, 25's	0	15

Apricots—

Choice, 25's	0	29	0	30
Choice, 10's	0	30	0	31

Peaches—

Choice, 25-lb. boxes	0	12
Choice, 10-lb. boxes	0	13

Currants—

Fresh cleaned, half cases,		
Australian, lb.	0 19	0 22

Dates—

Halloweese, 68-lb. boxes	0	12½
Fards, box, 12 lbs.	2	00

Raisins, California—

16 oz. fancy, seeded	0	11½
16 oz. choice, seeded	0	11
12 oz. fancy, seeded	0	09½
12 oz. choice, seeded	0	08¾

Raisins, Muscatels—

3 crown, loose, 25's	0	09¼
3 crown, loose, 50's	0	09

Raisins, Cal. Valencias—

3 crown, loose, 25-lb. boxes.	0	10
3 crown, loose, 10-lb. boxes.	0	10½

Figs—

Cooking, in mats	0	07½
Mediterranean, 33-lb. mats....	0	08½

Prunes—

90 to 100, 25s	0	11¼	0	12½
40 to 50, 25s	0	15½	0	17

Peels—

Orange, lb., 7-lb. boxes.....	0	22½
Lemon, lb., 7-lb. boxes.....	0	21¼
Citron, lb., 7-lb. boxes	0	25

Cheaper Lima Beans Expected In Three Weeks

Winnipeg.

DRIED VEGETABLES.—The market in Lima beans has eased off considerably, and jobbers are expecting to receive shipments within the next three weeks which they will be able to sell at 17¼c in sacks, and 17½c less than sacks. Jobbers are not looking for an easier market on white

beans, the price quoted on hand-picked being 7.50. A local broker reports that he sold Manchurian white hand-picked to a jobber this week for 7.00, showing that the market is still very high. Split peas are bringing 9.50 per sack of 98 lbs. Yellow whole peas are quoted at 3.75 per bushel; whole green peas are 5.50 per bushel. Jobbers state that split peas are very scarce, and almost impossible to procure. They do not look for any easing off in the white bean market for a long time to come.

White beans, bush.....	7	50
California Lima Beans—		
80-lb. sacks	0	20
0	25	
Peas—		
Split peas, sack, 98 lbs.....	7	50
9	50	
Whole green peas, bush.....	5	50
5	50	
Whole yellow, bushel	3	75
3	75	

Tapioca Still Brings A High Figure

Winnipeg.

RICE AND TAPIOCA.—There appears to be very little tapioca being shipped out of Singapore or Penang. Stocks in Winnipeg continue very low, and tapioca is bringing 13c and sago 12c. Rice is stated by brokers to be almost non-procurable except on contract. Most of the Jobbers in Winnipeg seem to have had good contracts for rice, but the sales lately have been very heavy, and supplies may be limited in some cases. No. 2 Siam, which is one of the big sellers here, is quoted to-day around 5¼c.

Japan, No. 1, lb. 50-lb. sacks.....	0	06	³ / ₈	
Japan, No. 2, lb.				
Siam, lb.	0	05	¹ / ₄	
Patna, lb.	0	06	¹ / ₂	
Tapioca, lb.	0	10	0	13
Sago, lb.	0	09	0	12

New Brazil Nuts Open Somewhat Low

Winnipeg.

NUTS.—Market on new Brazils opened up on Friday last for September shipment. Prices were not materially lower than they were last year, but based on today's values, they are considerably lower. Peanuts are quiet, no change in price being recorded.

Nuts—In Shells—

Almonds, Tarragano (soft shell, lb....	0	21½
Brazils, medium washed (Nigger Toes), lb.	0	19
Filberts, genuine Sicily, lb.....	0	18½
Peanuts Virginia—		
Choice roasted, fresh, lb.	0	14¼
Fancy roasted, fresh, lb.	0	15½
Jumbo roasted, fresh, lb.	0	17
Walnuts, French Marbots, lb.....	0	14½
Walnuts, Manchurian (Jap.), lb.....	0	13½

NUTS—SHELLED.

Spanish Valencia Almonds—		
In 28-lb. boxes, lb.....	0	41
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.....	0	48
Spanish Shelled Peanuts—		
No. 1 Spanish peanuts lb.....	0	14½

High Prices On This Year's Salmon

Winnipeg.

CANNED SALMON.—Sales are now being made to jobbers by packers on new goods, and all indications are that prices this year will rule very high. Some idea can be gathered from the following figures, which are based on quotations now being made to jobbers, and are the prices

which retailers will have to pay this year:

Chums, per case	6	65
Pinks	7	35
Cohoos, 1-lb. talls	8	75
Cohoos, halves	11	10
Sockeye, 1-lb. talls	12	50
Sockeye, ½-lb. talls	14	50

There prices are for first quality goods.

Canned Tomato Stocks Enough For Season

Winnipeg.

CANNED GOODS.—While canned vegetables are not moving as quickly in the retail stores as they did last year, this is quite natural considering that prices are considerably higher this year. A retailer points out that a woman last year who would pay 17½c, two for 35c, might take a different view this year when she had to pay 22½c for tomatoes. Jobbers report that canned vegetables are moving out freely, and if this is the case, they must be selling fairly well in the stores. Jobbers do not see any tendency for tomatoes to go up, as most houses in town seem to have pretty fair stocks. It is more obvious now that corn is going to run short before the new crop comes. Peas are moving out very freely, which is due, it is said, to the fact that they are much cheaper than other lines. Raspberries continue very scarce.

Smoked Goldeyes 75c Doz.; Salmon Down To 20c

Winnipeg.

FISH AND POULTRY.—Price of whitefish stands at 12c to-day, and dealers are of the opinion that this is the lowest price we shall see for the season. Fresh salmon declined one cent to twenty cents per lb., and might drop another cent. Nineteen cents is expected to be about the minimum for this season. Smoked goldeyes are being offered at 75c per doz., and smokies at 80c. doz. Poultry is not moving in quantity yet.

Whitefish	0	12
Salmon, frozen	0	15
Salmon, fresh	0	20
Halibut, fresh	0	15
Cod	0	12
Kippers, boxes	2	00
Bloaters, boxes	2	00
Lake trout	0	15
Pickrel	0	12
Mackerel, 20-lb. kits	3	00
Finnan haddie, lb.	0	13½
Salt herrings, bbl.	5	50
Salt herrings, 20-lb. pails.....	1	50
Smelts, extra	0	23
Brook trout, frozen	0	35
Sea herring	0	07½

Cheap Strawberries In; Potatoes Are Firmer

Winnipeg.

FRUITS AND VEGETABLES.—The sale of asparagus last week end at \$1.25 per dozen was not very heavy and wholesalers dropped the price to \$1; it might go slightly lower. Wax beans are off the market for the present, but there will be more later. Potatoes are not so cheap, and most houses are asking \$2 per bushel. Florida celery is finished, and B.C. celery is expected shortly, to cost about 10c per lb. Cucumbers are down to \$3.50 per (Continued on page 43.)

FLOUR AND CEREALS

Flour Is Lower; Feeds Are Firm

Montreal.

FLOUR AND FEEDS.—Conditions in the flour market are at present in an exceedingly dull and apathetic state. The market has been uncertain and fluctuating for some time, and lately has been on the decided decline. As a result buying has been restricted to the minimum. Business could hardly be much duller as regards car-load transactions in the opinion of some large milling concerns, but in small lots there has been movement. Buying is however, a very hand to mouth process at present. The recent drop in cash wheat though followed by a recovery to some extent is responsible for the declines in flour. The lower market for cash wheat follows reports regarding crops which are very rosy. Veteran grain merchants, are however, disinclined to lay much stress upon the rosy reports as to crop outlook in the North West. They point out the risk of frosts. that the probabilities are towards a brisk resumption of market activity about the middle of the month is one opinion voiced in an authoritative quarter. The fact that the market is down to \$12.50 for 1st patents may stimulate activity even earlier, though really brisk buying is hardly likely until there is a decided upward turn in prices. Feeds are remarkably firm for the time of year. Bran actually advanced a dollar to \$33.00 in one quarter on Tuesday. Demand from Boston and Philadelphia is strong, and owing to conditions affecting production in the U.S. at present the feed market is not likely to follow its accustomed course, but will be governed by the prices obtaining in the large markets of New England, and at Philadelphia. This is due to reciprocity existing in this line. Winter wheat is in nominal market, with very little demand, and some shadings to lower quotations.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	12 50	12 70
Second patents	12 00	12 20
Strong bakers	11 80	12 00
Winter Wheat Flour—		
Fancy patents	13 75	14 00
90% in wood	12 75	13 00
90% in bags	6 00	6 15
Bran, per ton	33 00	35 00
Shorts	38 00	40 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 83	0 85

Cereal Market Is Keeping Steady

Montreal.

CEREALS.—The market for the cereals is steady. The wheat based cereal

products listed below have changed in price with the flour market and are lower. Rolled oats market is firm, and there is still a strong demand for this product. The corn based cereal products are in firm market for corn is again in stiffening market. Summer package cereals of the "Flake" sorts are all coming into brisker demand at present. Barley, peas, and oatmeal are very firm and steady in price.

Barley, pearl, 98 lbs.	8 00	9 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 00	6 25
Cornmeal, yellow, 98 lbs.	5 25	6 00
Graham flour, 98 lbs.	6 00
Hominy, grits, 98 lbs.	6 50	7 50
Hominy, pearl, 98 lbs.	6 50	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 00
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 25	4 50
Whole wheat flour, 98 lbs.	6 00
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	6 25

Flour Declines \$1.00 Per Barrel

Toronto.

FLOUR.—There was a weaker market for flour during the week, due to a sagging condition in the wheat. On Tuesday of last week cash wheat closed at \$2.43, whereas on Tuesday of the present week it closed at \$2.20, representing a decline of 23c per bushel. There is much uncertainty in the market, due to the possibility of establishment of a price by the food controller for wheat. In the face of this condition the retail trade is not buying and business is very light. A similar condition exists in the United States, where there is even more uncertainty. In that market it is stated on good authority that the Government intends to take full control of the purchase and distribution of wheat, and that millers will come under this control, which will place the handling of flour in the hands of the Government. As it is the intention of the Canadian food controller to act in conjunction with the United States controller, it is highly probable if this takes place in that country that some such control might be effected in Canada. At any rate there is a very uncertain undertone to the market. Manitoba first patents are quoted on a basis of \$12.40 per barrel in carload lots, representing a decline of \$1. Ontario winter wheat flour showed an easier tendency, being quoted 20c down from last week.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 40	\$12 60
Second patents	11 90	12 10
Strong bakers	11 70	11 90
Ontario Winter Wheat Flour—		
High patents	12.10-12.30	11.90-12.10
Second patents	11.70-11.90	11.50-11.70

Farina Higher; Corn Products Firm

Toronto

CEREALS.—There was a firm market for corn products during the week as a result of the higher market for corn. Oats were also in firm market, due to the firm position on the grain market. Farina in some quarters registered an advance of 25c per sack. There was a disposition to look for higher prices on all corn products, especially if the grain market holds firm or goes higher. There has been a good demand for corn products, but with the approach of warm weather there has been lighter demand on rolled oats and oatmeal.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	7 00
Corn flour, 98 lbs.	5 75	6 20
Cornmeal, yellow, 98 lbs.	5 25	5 50
Farina, 98 lbs.	6 85	7 25
Graham flour, 98 lbs.	6 85	7 50
Hominy grits, 98 lbs.	6 20	7 00
Hominy, pearl, 98 lbs.	5 75
Oatmeal, 98 lbs.	5 15	6 25
Rolled oats, 90-lb. bags	4 25	4 65
Rolled wheat, 100-lb. bbls.	7 00	7 15
Whole wheat, 100-lb. bbls.	6 20	6 65
Wheatlets, 98 lbs.	6 45	7 25
Peas, yellow, split, 98 lbs.	10 20	11 00
Blue peas, lb.	0 16	0 12

Above prices give the range of quotations to the retail trade.

United States Now Taking Mill Feeds

Toronto.

MILL FEEDS.—There is a still light demand for mill feeds of the bran variety with quite a range in prices, the most general quotation, however, being \$32. Local demand is very light, but the Eastern United States consumers have been taking considerable stocks of Canadian bran and shorts. With the drying up of the pasture the demand for bran is expected to return to the local market. Shorts are still being freely taken by stockmen, as there are apparently fairly good stocks of hogs in the country yet, judging from the number which find their way to market whenever the price of live hogs take a flurry upward, as they have during the past week.

	Mixed cars ton	Small lots ton
Mill Feeds		
Bran	\$32 00	\$33 00
Shorts	38 00	40 00
Special middlings ...	42 00	44 00
Feed flour, per bag.	2.80-3.50

Package Oats Up; Bulk Oats Down

Winnipeg.

FLOUR AND FEEDS.—Last week the price of first patents dropped to \$12.00, following a reduction in the wheat market. Domestic flour business has been very quiet, and buyers will no doubt hold

off for further reductions. However, as flour stocks at country points are low, some purchasing will have to be done during July, there is considerable demand for first patents for export to United States, this refers especially to Eastern States, where some of the largest packers are anxious to get hold of Canadian first patents. **ROLLED OATS.**—A strange thing has happened in the rolled oats market: while the price of packages has advanced to \$4.75 per case, the price of bulk 80's, has dropped to \$3.50. The oat market has been very strong, and a premium is being paid for good milling oats; so that the recent drop from \$3.75 to \$3.50 does not appear to be justified. Millers claim that they were justified in raising the price of packages on account of the high cost of oats and the extra cost of packing. **FEEDS**—Bran and shorts are quoted at \$27.00 and \$32.00 respectively. \$50.00 being asked for mixed chop. There is considerable demand for shorts, but most of the millers have a surplus of bran. Millers are expecting considerable demand in Eastern States bran at fairly good prices.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX.	9 90
Cereals—	
Rolled oats, 80's	3 50
Rolled oats, pkgs., family size.	4 75
Cornmeal, 98's	5 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	27 00
Shorts, per ton	32 00
Mixed chop, ton	50 00

WEEKLY MARKET REPORTS

(Continued from page 41.)

hamper. New carrots are \$5 per bag, and turnips \$4.75. Leaf lettuce has dropped to 30c. per dozen. Mississippi tomatoes are finished, and the price is likely to go higher. California tomatoes will be coming in shortly at \$3 per case. Dealers are asking \$2.25 for tomatoes this week. There is a greater firmness to the orange market and Valencias are bringing as high as \$5.25. Hood River strawberries were bringing \$4 per case early this week. Cuba pineapples are finished, and supplies are now coming from Florida. Cherries are selling at \$3 per box of 10 lbs., and 25-lb. box, \$5. Canteloups are \$4 for flats, and \$7 for standard—forty-five to a case. Apricots are down to \$2.50 per crate; plums, \$3-\$4; peaches, \$2.50.

Asparagus, doz.	1 00
Beans, cream	3 50
Manitoba potatoes, bushel.	1 80
Cucumbers, hamper	3 50
Carrots, new, bag	5 00
Turnips, new, bag	4 75
Cabbage, Cal. lb.	0 05
Lettuce, leaf, doz.	0 30
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 20
Tomatoes, Mississippi, case	2 00
Fruits—	
Oranges, Valencias	4 50
Lemons	6 00
Grape Fruit	6 00
Wine saps, box	2 50
Strawberries, Hood Rivers, case	2 00
24 pints	4 00
Bananas, lb.	0 06
Pineapples, Florida, case	5 00
Cherries, 10-lb. box	3 00

A REMEDY REQUIRED

Dear Sirs,—

Several of the Winnipeg Jobbers have sent out notices to the effect that eggs during the coming season will be handled "loss off" method, and that the merchant will be charged back with all rots, cracked and broken.

Now this method may be all right and no doubt will work out to advantage in the future, but I would like some information as to how the merchant is going to handle eggs to save the loss he is bound to have.

When we get in 50 to 75 doz. eggs some days, it is hardly possible that we are going to take the time to candle and keep the customer waiting and on the other hand we cannot take them in to candle afterwards as that would be sure to cause dissatisfaction. Have you any idea or have your readers any plan outlined for handling the egg situation during the coming summer so that it will give satisfaction to the customer and merchant alike.

Yours very truly,

R. H. HARWOOD,
Elm Creek, Man.

Cherries, 25-lb. box	5 00
Watermelons, doz.	9 00
Canteloups, flats	4 00
Canteloups, standard, 45 to case	7 00
Apricots, crate	2 50
Plums, crate	3 00
Peaches, crate	2 50

TORONTO GROCERS' PICNIC

The annual picnic of the Toronto grocers will be held at Niagara Falls on

July 18 next. Boats will leave the foot of Yonge St. at 7.30, 9.0, and 11.0 a.m. and at 2 p.m. The round trip for adults will be \$1.75.

As the proceeds of the picnic are to go to the Red Cross funds, the Toronto grocers are unusually anxious that the picnic should be an outstanding success. Keep the date in mind—July 18. Arrange to make a day of it.



Told 'Round the Cracker Barrel

Too Cheap.

A husky-looking person in a flannel shirt, who had evidently strayed some distance off his accustomed beat, walked up to the Waldorf bar, flipped a dime down on the mahogany and said:

"Gimme a drink of rye."

"We don't sell ten-cent drinks here," said the man in the white jacket.

The stranger reached for his dime.

"I can't drink that nickel stuff!" he said, and passed out.

* * *

The Man He Left Behind.

An English storekeeper went to the war and left his clerk behind to look after things. When he was wounded and taken to the hospital, what was his surprise to find his clerk in the cot next to him.

"Well, I thought I left you to take care of the store," said the storekeeper.

"You did," answered the clerk. "But you didn't tell me I had to look after your women folks as well as the store. I stood it as long as I could and then I said to myself: 'Look here, if you've got to fight, you might as well go and fight someone that you can hit.'"

* * *

Hard to Fool This Man.

They were having a dance in one of the large towns of Texas. A cowboy, just in from the prairies, went up to the hall and entered. The master of ceremonies led him

gently to the door and put him out. The cowboy went back. The master of ceremonies hustled him out the second time. The cowboy went back. The master of ceremonies seized him by the back of the neck and kicked him rudely down the stairs. The cowboy gathered himself up slowly, and looking back at the hall, said wisely: "I know what it means! They can't fool me! They don't want me at that dance."

* * *

A Far Too Gentle Hint.

Mrs. Morgan had a colored maid named Sarah. One Sunday afternoon the mistress saw Sarah's lover leaving the house clad in a suit of white flannel. A little later, when the maid appeared, Mrs. Morgan said:

"Sarah, that beau of yours should never wear white. He is so very black that white clothes make him appear all the blacker. Why don't you give him a hint?"

"Why, Mis' Morgan," said Sarah, with animation, "I done give him er lot ob hints, but he jes' natterly ain't got no sense an' he didn't take 'em."

"Probably you didn't make the hints strong enough," said the mistress.

"Well, no'm, dat's jes' what I think myself," agreed Sarah, reflectively; "I don't believe I did. I jest looks at him right hard, an' I says 'Niggah, yo' sho' do look like a black snake crawlin' out ob cream, you do!' Thet's jes' all I says to him, Mis' Morgan."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., July 3.—Flour during the past week has eased off considerably, as quotations will show, but the market is unsteady. A very considerable amount of Oregon and Washington flour has gone into consumption here this last week. It is, however, agreed that it is not being unloaded at a profit to the importers. Sugar quotations show no change, despite the natural increase in the demand owing to the approach of the preserving season. The freakishness of the strawberry market has something to do with this. Imported small fruits, peaches, plums and apricots are selling slowly. Shipments of Manchurian white beans have been received, but not enough to affect the market materially. Local green peas and beans are now taking the place of the imported article. Old potatoes have reached the \$1 mark. Lemons are sky high and dealers refuse quotations. Wholesale business for June as a whole was good and collections were excellent.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	12 50 13 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1	140 00
Do., Siam, No. 2	125 00
Beans, Japanese, per lb.	0 12½
Beans, B.C., white	0 16
Potatoes, per ton	90 00 100 00
Lard, pure, in 400-lb. tierces, lb.	0 27
Butter, fresh made creamery, lb.	0 44
Eggs, new-laid, in cartons, doz.	0 41
Cheese, new, large, per lb.	0 26½

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., July 3.—Flour dropped 70c per barrel on June 26 and 50c on June 30, which now makes the selling price \$12 per barrel in carload base. Sugar is firm, with advances expected. A further advance on laundry soap is highly probable. Krinkle cornflakes have been advanced, and are quoted at \$3.15 to \$3.30 per case. Quotations on small white beans to-day are 12c to 15c per pound. Sago and tapioca are quoted 11c to 12½c. Rice is again on the upward trend, No. 1 Japan now being quoted at \$6.75 per hundred, with No. 2 Siam at \$5.65. Gallon apples are quoted from \$2.55 to \$2.80 per case.

CALGARY:

Beans, small white, Japan, lb.	0 12	0 15
Flour, No. 1 patents, 98s, per bbl.	12 00	
Molasses, extra fancy, gal.	0 82	
Rolled oats, 80s	3 75	
Rice, Siam, cwt.	5 65	
Sago and Tapioca, lb.	0 11	0 12½
Sugar, pure cane, granulated, cwt.	9 55	
Cheese, No. 1 Ontario, large.	0 25	0 26
Butter, creamery, lb.	0 40	
Lard, pure, 3s, per case.	16 80	
Eggs, new-laid, case	9 50	10 50
Tomatoes, 2½s, standard case.	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case		2 95
Apples, gals., Ontario, case	2 55	2 80
Strawberries, 2s, Ontario, case.	5 25	5 60
Raspberries, 2s, Ontario, case.	5 40	5 85
Peaches, 2s, Ontario, case		4 40
Salmon, pink, tall, case.		7 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., July 3.—Flour shows considerable decline since last week; Manitoba now \$13.90 and Ontario \$13.15. Ordinary cornmeal is slightly higher at \$3.65. Eggs are easier; new-laid, 36c to 37c; case eggs, 34c to 35c. Butter is also off; dairy, 35c to 37c; tub butter, 30c to 35c. Canned corn is higher at \$3.80; potatoes are lower at \$5.50 to \$6. Dealers do not anticipate much further drop until new native potatoes appear.

Flour, No. 1 patents, bbls., Man.	13 90	
Ontario	13 15	
Cornmeal, gran., bbls.	11 00	
Cornmeal, ordinary, bags	3 65	
Molasses, extra fancy, gal.	0 70	
Rolled oats, bbl.	10 00	
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	7 50	8 00
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 25	8 30
No. 1 yellow	7 75	7 80
Paris lumps	9 50	10 00
Cheese, N.B., twins	0 22½	0 23
Eggs, new-laid	0 36	0 37
Eggs, case	0 34	0 35
Breakfast bacon	0 33	0 35
Butter, dairy, per lrb.	0 35	0 37
Butter, tub	0 30	0 35
Lard, pure, lb.	0 29½	0 29¾
Lard, compound		0 22¾
American clear pork	52 00	55 00
Beef, corned, ls		4 25
Tomatoes, 3s, standard, case.		4 70
Corn, 2s, standard case		3 80
Peas, 2s, standard case		2 80
Apples, gals., N.B., doz.		3 50
Strawberries, 2s, Ont., case.		5 00
Raspberries, 2s, Ont., case		5 40
Peaches, 2s, Ontario, case.		4 30
Salmon, red spring, talls, case..	10 00	10 50
Salmon, pink, talls, case.	6 50	7 00
Salmon, Cohoes, case	9 50	9 75
Salmon, Chums	5 75	6 00
Sardines, domestic, case		6 00
Cream tartar	0 53	0 56
Currants, lb.	0 20	0 21
Raisins, choice, lb.		0 12½
Raisins, fancy, lb.		0 12½
Raisins, seedless, lb.		0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.		0 21
Pork and beans, case	4 00	5 50

Fresh Fruits and Vegetables—

Apples, Oreg., box	4 00	4 25
Lemons, Messina, box	6 50	7 00
Lemons, Cal., box		5 50
Oranges, Cal., box	5 00	5 50
Grapefruit, per case	5 50	6 00
Potatoes, bbl.	5 50	6 00
Onions, Bermudas, 50-lb. crate.	2 50	3 00
Tomatoes, Florida, 30-lb. crate	4 00	4 50
Cucumbers, doz.		1 50

BATTLE CREEK CORN FLAKE CASE WILL LIKELY GO OVER TO FALL SESSIONS

The Litigation in which the Battle Creek Toasted Corn Flakes Company has been involved for some time past was brought to a temporary conclusion, when Mr. Justice Middleton postponed the case after a four days hearing in the Ontario Supreme Court. The case will therefore likely go over to the fall sessions. There were between thirty and forty grocers present, as witnesses for one or other of the contending firms.

\$10,000,000 CANDY COMBINE

With an initial capitalization of \$10,000,000, a new confectionery combine composed of confectionery manufacturing concerns and jobbers houses covering the United States from New York to Wisconsin, and later to include the extreme East, certain Middle Western States and some of the Southern territory, is in process of formation by C. H. Dirnberger and M. F. Dirnberger of Buffalo. Sales staffs and operating employees are to be reduced over 75 per cent., and re-sale prices will be controlled if the amalgamation is perfected.

PROPOSED AMERICAN WAR TAXES

The American War Revenue Bill was reported to Congress by the Senate Finance Committee on Tuesday of this week. It provides for the raising of \$1,670,000,000.

Among the items to be taxed are several food products. Coffee, 2c per pound; tea, 5c per pound; crude cocoa, 3c per pound; sugar, ½c per pound; grape sugar, molasses and can syrup, 1 to 2c per gallon.

Syrups and extracts used in soft drinks from 3 to 12 cents a gallon, according to the value of the syrups. Grape juice, ginger ale, pop and similar lines will be assessed 1c a gallon.

As well as necessities, the tax provides for a charge on incomes, excess profits, wines and liquors, tobacco and cigars, theatre tickets, express and parcel post packages.

PRODUCE AND PROVISIONS

Hogs Shade Firmer; Lard Down Little

Montreal.

PROVISIONS.—The market for hogs is a shade firmer. There is really no special reason for this in the opinion of men close to the business, as supplies are quite ample owing to lack of export demand. Prices of live and dressed hogs remained steady during the week at \$16.25-\$16.50 for live, and \$23.00-\$23.50 for dressed. Local consumption of pork products is fairly good, but as the weather has been very cool up to date, the demand for cooked meats has not been quite so large as in previous seasons. Possibly also this is due to the consumption of fresh vegetables. The market on lard is down half a cent, and shortening is also half a cent lower. Demand for these lines is a shade less than formerly, which may be attributed to the fact that housewives are probably not doing so much baking during the summer.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 27	
Tubs, 60 lbs.	0 27½	
Pails	0 27½	
Bricks, 1 lb., per lb.	0 28½	
Shortening—		
Tierces, 400 lbs., per lb.	0 22¼	0 22½
Tubs, 50 lbs.	0 22½	0 23¼
Pails, 20 lbs., per lb.	0 23¼	0 23½
Bricks, 1 lb., per lb.	0 23½	0 23¾

Supplies of Poultry Gradually Increasing

Montreal.

POULTRY.—Receipts of live poultry during the past week have been fairly large, particularly in old fowls. There are a few ducklings and broilers arriving also, but these are of very poor quality and it would pay farmers far better to hold these until they are properly fattened, as there is little or no call for a thin, poor bird. There is an improving demand for storage poultry. Prices are being well maintained and as the supply of storage poultry on the spot is not large, it is confidently expected that stocks will be cleaned up all right. The public appear to be realizing the advantages of poultry as a food these days.

Present conditions have converted poultry from something of a luxury to a comparatively low-priced flesh food of great nutritive value.

Poultry—		
Old fowls	Dressed 0 20	Live 0 22
Chickens, milk-fed, crate, fattened lb.	0 30	0 25
Old roosters	0 20	0 17
Roasting chickens	0 25	
Young ducks	0 25	
Turkeys (old toms), lb.	0 32	0 25

Eggs Still Lower And Declining

Montreal.

EGGS.—The egg market continues to sag. Supplies are more than ample, and prices in the country are down to 26c and even less in some districts. Production of eggs in the West continues heavy, and several cars are on the way East. A strong feeling exists at present amongst some wholesale dealers that the consumption of eggs would be a good deal better if retail stores would sell eggs at a less profit. There are few if any stores in Montreal at present where eggs can be bought at 40 cents, and it is felt that except for strictly new lays, eggs could well be retailed at less than 40 cents. There is no export demand for eggs at present, the British market being very dull, with plenty of eggs to supply needs. Owing to extremely warm weather at points of production, and slow transportation by freight, practically all dealers are having eggs shipped by express. This costs nearly two cents extra per dozen, but dealers claim that the cost is fully made up in extra quality. Receipts of eggs in Montreal for week ending June 30 were 10,207 cases as compared with 13,346 cases last week, and 20,499 cases for the corresponding period last year.

Eggs—		
New laid, specials	0 40	
Selects	0 36	0 37
No. 1's	0 33	0 34
No. 2's	0 30	0 31

Cheese Market is Still Very Steady

Montreal.

CHEESE.—Receipts of cheese in Montreal for the week ending June 30, were 88,600 boxes, as compared with 102,195 boxes for the corresponding period last year, and 85,798 boxes for the week immediately preceding. Production of cheese is reaching the maximum, and quality is declared to be excellent. It is thought that owing to the advantage of price conditions for cheese over the condition as regards butter, farmers may concentrate more upon cheese this year. As receipts are behind those of last year greater production would be welcomed, and the fact that the farmers are getting over \$4 a box more for their cheese than

they got last year is a further incentive. Prices to the retailer have not altered this week, and the market is very steady.

Cheese—

Large (new), per lb.	0 23	0 23½
New twins, per lb.	0 23	0 23½
Triplets, per lb.	0 23½	
Stilton, per lb.	0 25	
Fancy, old cheese, per lb.	0 30	

Butter Market Shows A Further Decline

Montreal.

BUTTER.—There arrived in Montreal for the week ending June 30, 10,207 packages of butter, as compared with 20,499 packages for the corresponding week last year, and 13,346 packages for the week immediately preceding. There is no export trade in butter, and there is heavy production reported from the West. Dealers are under the impression generally that there is plenty of butter in the country, and prices show a tendency to sag down again this week. The finest creamery butter can be bought at country points now at 33½ cents and even lower in quantities, and the retailer is asked to pay from 35½ cents or less for it. Prices to the retailer fell by a cent a pound this week, and should production and country prices warrant it there may be further declines. People are beginning to think of putting away butter, but chances of hot weather prevent much in this line as yet.

Butter—

Creamery prints (fresh made).	0 36	0 36½
Creamery solids (fresh made).	0 35½	0 36
Dairy prints, choice, lb.	0 32	0 34
Dairy, in tubs (choice)	0 29	0 31
Bakers	0 27	0 28

Old Crop Honey Low No New Crop as Yet

Montreal.

HONEY AND MAPLE.—There is little to be reported regarding honey at present except fast reduction of the volume available, though demand is not abnormal. Very little old season's honey now remains and the coming of the new crop honey is awaited. Lateness of season is likely to affect production unless a lot of sunshine can be looked for in the last half of summer. Maple products keep in firm, steady market with abundant evidence that supplies will not be over-plentiful to meet demand during the fall and winter.

Honey—

Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	
Clover, 5-10 lb. tins, per lb.	0 15½	
Clover, 60-lb. tins.	0 14½	
Comb, per section	0 18	0 19

Maple Product—

Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Hogs Up 75 Cents; Lard Is Easier

Toronto

PROVISIONS.—Higher prices were again quoted for live hogs during the week, owing to the light arrivals of last week. With the increase in price, however, farmers have been letting their hogs go freely and fairly good supplies are reaching the market. Farmers from nearby points have been sending quite large numbers in during the week. There was a sluggish tone in the market for lard and compound during the week, due to the slackening of demand characteristic of July and August. While list prices on lard in most cases were at 26½c tierce basis, quotations were made even at 25½c in an effort to stimulate business. The same condition holds true on compound to a certain extent, namely, that while list prices were at 22¼c and some sales are made on that basis, still quotations were made as low as 21¾c. Meats are moving fairly free, demand for boiled and roast hams growing.

Hams—		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 25	0 28
Bacon—		
Plain	0 31	0 40½
Boneless, per lb.	0 39	0 40
Bacon—		
Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 25	0 28½
Wiltshire (smoked), per lb. ...	0 30	0 31
Dry Salt Meats—		
Long clear bacon	0 25	0 27
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 38	0 42
Hams, roast, per lb.	0 40	0 44
Shoulders, roast, per lb.	0 37	0 39
Barrel Pork—		
Mess pork, 200 lbs.	46 00	48 00
Short cut backs, bbl., 200 lbs.	48 50	50 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb. ...	0 25½	0 26½
Compound tierces, 400 lbs., lb. ...	0 21¾	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	24 00	25 00
Live, off cars	16 75	
Live, fed and watered	16 50	
Live, f.o.b.	15 75	

Butter Drops 3c Pound During Week

Toronto

BUTTER.—There was an easier tone to the market during the week, although during the middle part of last week there was evidence of considerable firmness. With large receipts prices were lower by 3c per pound during the week. Commission men are of the opinion that butter will have to get down to an export basis and accordingly look for lower prices. Abundant supplies of grass for the cattle is sending large supplies into the market and an outlet is looked for through export. Export prices are lower than those prevailing at present. Creamery prints are quoted at 35c to 36c and creamery solids at the same price. This is unusual and will mean that creamery solids will in all probability be in easier price before long.

Creamery prints, fresh made	0 35	0 36
Creamery solids	0 35	0 36
Dairy prints, choice, lb.	0 32	0 33
Dairy prints, lb.	0 27	0 29

Eggs Were Down 1c Per Dozen

Toronto

EGGS.—There has been no slackening in the number of eggs reaching the market and prices have accordingly been lower by 1c per dozen during the week. Last week it looked as though heavy receipts were over, but the week has given proof that the hens are still producing. Now that the clucking season is well under way, it is anticipated that production in equal magnitude will not continue. Opinion is divided as to whether or not the bottom of the egg market has been reached, everything depends on the way supplies come forward during the next week or two.

Eggs—

New laid, cartons	0 37	0 38
New laid, ex-cartons	0 34	0 35

Receipts of Cheese Are Getting Heavier

Toronto

CHEESE.—With favorable weather and conditions for milk production the period of heavy cheese production is getting well under way. Considerable quantities are reaching the local market. Prices prevailing at the boards in Ontario give evidence that the margin of profit must be small for those who resell to the cheese purchasing commission. The opinion prevails that cheese is being taken in anticipation of better prices for the local trade. Another factor that is helping to keep the purchasing price at the producing points up near the purchasing price of the commission is the fact that the market for cheese has been a buoyant one for months past and purchasers are still counting on this fact to a considerable extent to let them out when sales come to be made. Prices were unchanged during the week.

Cheese—

New, large	0 22	0 23
Old large	0 30	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 24	0 25

Decline In Prices of Roosters and Hens

Toronto

POULTRY.—There were fairly heavy arrivals of roosters and hens during the week and with a light demand prices were easier by 1c per pound in prices being paid by commission men. Roosters are being quoted at 13c to 15c per pound and live hens at 17c to 19c. Dressed hens are also down, being quoted at 18c to 20c per pound. Spring chickens have been arriving in fairly large quantities, but the birds are light and there is not much demand for them. Arrivals of turkey gobblers are now light, only an occasional one being sent into the market. Prices on the latter remained unchanged.

Roosters, live, per lb.	0 13	0 15
Hens, live, per lb.	0 17	0 19
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh ..	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 18	0 25
Do., dressed, 2 lbs. and over..	0 20	0 30
Prices are those paid at Toronto by commission men.		

New Honey Prospect Is Now of Interest

Toronto

HONEY, MAPLE SYRUP.—Interest in the new honey crop is growing apace now that the producing season is approaching. Everything points to favorable conditions so far, but nothing definite as to the actual work of the bees has been learned in the local market as yet. It is just a little far away to be an item of real active interest. Comb honey is still around in small quantities with a few tins. Maple syrup is still being quoted at \$1.75 per Imperial gallon, although interest in the commodity is decidedly on the wane.

Honey—

Clover, 5 and 10-lb. tins.	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75

Maple Syrup—

8-lb. tins	1 25	
Gallons, Imperial	1 75	

Easier Butter Market; Eggs Are Very Weak

Winnipeg.

PRODUCE AND PROVISIONS.—The run of hogs has been rather light lately, the market fluctuating somewhat, but on the whole, remaining about the same, that is, 15.00. Provision prices did not change. Although the market has eased off considerably in the last month, it is not expected that lower levels on provisions will be seen until the fall run at least. EGGS.—The quality of eggs has been depreciating as the warm weather advanced. The market is very weak compared with what it was in the early spring. Early this week eggs could be bought anywhere from 23 to 28c. BUTTER.—The June make of dairy butter is now coming on the market, and prices are ranging from 26c to 27½c. The creamery butter market was demoralized last week, No. 1 selling to the trade at 36c, and No. 2 35c. The reason given for the easier butter market is that American stocks are much heavier than they were last week, and export stocks are also heavy. Dealers are looking for further declines.

Hams—		
Light, lb.	0 30
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 33	0 36
Backs, regular	0 32
Backs, select, per lb.	0 34
Dry Salt Meats—		
Long clear bacon, light.	0 25
Backs	0 26
Barrelled Pork—		
Mess pork, bbl.	45 00
Lard, Pure—		
Tierces	0 27
20s	5 70
Cases, 5s	16 72
Cases, 3s	16 80
Lard, Compound—		
Tierces	0 21½
Tubs, 50s, net	10 78
Pails, 20s, net	4 50
Fresh Eggs—		
New laid	0 28
Dairy	0 30
Cheese—		
Ontario, large fresh	0 26
Manitoba, large, fresh	0 24
Butter—		
Fresh made creamery, No. 1	0 36
cartons	0 35
Fresh made creamery, No. 2..	0 35



Canadian - made Sellers for Canadian Grocers



Sales are never slow where Armour's Oval Label Products are concerned. The public know them—they know that the name "Armour's" carries with it a dependable guarantee of quality and purity. Therefore sales are quick and profits good.

Armour's

Veribest

TRADE MARK

Ham, Bacon, Lard, Butter, Eggs, Canned Meats, Fish, Soups and Armour's Grape Juice—one and all represent the highest achievement of customer-satisfying goodness.

See that you are well stocked. Our store signs will help you immensely. Ask our salesman or write us direct.



ARMOUR AND COMPANY

HAMILTON, ONTARIO, CANADA

1600



A QUALITY UNTO THEMSELVES

To build a large and profitable business on California Canned Fruits, you must give your customers fruits of a quality so distinctive and delicious that they cannot forget the taste.

Although California has thousands upon thousands of fruit producing acres, the finest of its fruits for canning purposes are grown in a comparatively few favored localities where soil and climate conditions are ideal.

Orchards in certain sections produce the finest peaches. The best apricots are restricted to a comparatively small area of the State,—in fact, there is no one district producing all varieties of fruits to an equal degree of excellence.

That's why DEL MONTE canned fruits are different—they are packed the day picked in the very districts where each variety is grown to the highest degree of perfection and flavor.

DEL MONTE canned fruits and vegetables have an individuality of their own, not only in the way they sell, but in the satisfaction they give.

Every can of DEL MONTE you sell, sells more—makes friends and customers, and assures you a steady, profitable business.

Wholesale distributors everywhere.

**CALIFORNIA PACKING
CORPORATION**

San Francisco,
California



Put these two sellers on display to-day

Their delicious goodness will appeal to all.

E.P. Fruit Sauce

—the only Canadian-made Fruit Sauce on the market. A particularly good line to push during the hot weather. Repeats are certain.

The same applies to

H.G. Sauce (Worcestershire)

Both these lines have taken the place of imported products and offer the consumer such value as guarantees unstinted satisfaction.

Sold on the Contract Selling Plan. Stock up now and watch them sell.

The Canada Sauce & Vinegar Co.

519 KING STREET WEST - TORONTO



HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

Coffee Prices Are Low

We carry a large stock of **Cup Quality** Coffees.
Stock our registered brands

"BOUQUET"

"THISTLE"

Every tin guaranteed satisfaction to your customers or



"RETURN AT OUR EXPENSE"

KEARNEY BROS., LIMITED, MONTREAL

PURITY FLOUR

is as near perfect as nature and human ingenuity can make it



Tell your customers that Purity Flour is made from the world's finest wheat, in the clean, careful, scientific way that is necessary to produce high-grade flours. Tell them that Purity is an *all-purpose* flour for bread, rolls, biscuits, pies, cakes—for all home baking.

Call the customer's attention to the fact that the actual food value of Purity Flour is greater than that of Eggs, Beef, Fish, Milk, Potatoes, Cabbage or Corn. They will appreciate information of this kind. It will help your reputation as a progressive dealer and will help you sell more Purity Flour and other high quality products.

You'll make no mistake if you stock up with Purity Flour. It's a profitable line for dealers, because it always gives absolute satisfaction to the customer.

Write for Particulars About Our Fall Advertising Campaign.

Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Ottawa, Vancouver, Victoria New Westminster, Prince Rupert

If any advertisement interests you, tear it out now and place with letters to be answered.



Everywhere in Canada They are Using More Keating's

Keating's Insect Powder is known throughout the civilized world as a sure and effective insecticide. It is fatal only to insect life. It is harmless to animal or human life.

Within the past eighteen months the sales of Keating's Powder to the Canadian public has increased five fold. While some of this increase is traceable to the purchases made by soldiers in camp, for their bodily comfort, there has also been a general increase for household purposes.

Keep your stock of Keating's well filled. You will find it in steady and growing demand.

Sole Agents
for Canada
Harold F.
Ritchie & Co.,
Limited
10-12-14
McCaul Street
Toronto

KEATING'S
KILLS BUGS, MOTHS
ROACHES AND OTHER
HOUSE INSECTS
POWDER

W. C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

**BOX
SHOOKS**

A
GOOD
SELLER



A
PERFECT
SAUCE

Bowes
TRADE MARK

WORCESTERSHIRE SAUCE

Made and Guaranteed by:

The Bowes Company, Limited
Winnipeg - Toronto - St. John, N.B.

Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

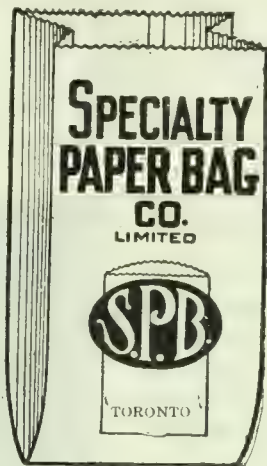
Confection-
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We
Specialize
in
Transparent
Glassine
Bags and
Envelopes
Made
the Only
Reliable
Way

Heavy Kraft Bags with
Centre Seam

We make Bags to line any
size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.



*"Lively Polly" is welcome
in every household*

Lively Polly Soap Powder has unequalled cleaning qualities that please the housewife and brings her to your store for a further supply.

And every sale gives you a good profit. So why not stock up right now?

J. HARGREAVES AND SONS

LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg.
MONTREAL

**Century
SALT**

A peerless customer satisfier

Keep a stock of this quality sea-
soner always displayed. You'll find
it a ready seller and a reliable
profit-maker.

It's quality through and through.

The DOMINION SALT CO., Limited
SARNIA, ONT.



A dandy summer seller

Barnes Grape Juice

Be one of those
wide-awake deal-
ers who are going
to make extra
Summer profits
by selling Barnes
—the Pure Con-
cord Grape Juice
that everybody
likes.

Worth Recom-
mending.

The

**Ontario Grape Growing
and Wine Mfg. Company**
ST. CATHARINES, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Use the JB. Combination Slicing Machine

Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers

73 Warren Street
NEW YORK



Do you notice how conveniently she reaches the egg?

AND WHY? Because it was delivered to her in a *Star Egg Tray*.

It costs her Grocer less to deliver it that way than if he had used a paper carton or bag—and think how much more convenient and pleasing it is.

Besides, every egg is sound and unbroken because they were thoroughly protected in their rough journey from store to home in *Star Egg Carriers*.

Since service pays such big dividends in business today, why not give it continually by using the *Star System*, which costs less than your present method?

Larger Profits—Increased Sales



STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay Street, Rochester, N. Y.



The name for quality in STABLE BRUSHES

Stablemen appreciate the point about Keystone Stable Brushes—the bristles stick in, and the backs won't break.

Further than that, the bristles resist hard treatment in a remarkable manner—that's quality, and a stableman appreciates it.

Are you handling the "Keystone" Line?

Write for prices, etc., to

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.



A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

RICE

should be popular everywhere as a substitute for the expensive potato

One pound of Rice is said to have a food-value of *four* pounds of potatoes, and since potatoes entered the luxury class the public have come to regard Rice as *the one best* substitute. There's a growing demand that you can turn to good account by featuring Rice regularly and drawing your customers' attention to the splendid food value offered them here at a reasonable price.

"MOUNT ROYAL MILLS" brands are tip-top Customer satisfaction in every sale. Try it.



Mount Royal Milling & Mfg. Company

D. W. Ross, Agents, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.



Build Up Your Fish Department

Build up with a line of profit-pulling, customer-pleasing sea foods—

Brunswick Brand

Nothing but the choicest pick of the season's catches is offered under the seal of Brunswick Brand. That brand is a rock-fast guarantee of unstinted quality and certain "repeat" sales.

Select your requirements from the list below and prove what splendid sellers Brunswick Brand Sea Foods are.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams
Scallops



Connors Bros., Limited
Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars. 16 oz.
glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant.	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.	.36

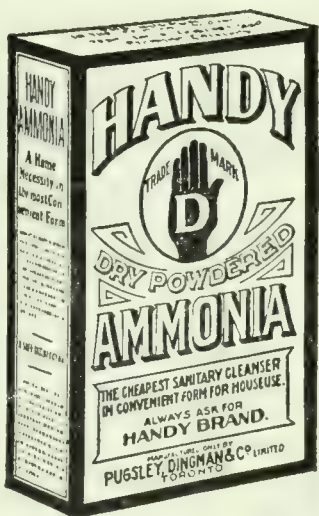
"It's all Right"



Handy Ammonia

It's a household necessity. It's a great seller.
It's a good big profit-earner.

Put up in dry powder, it does not evaporate. Packed in attractive carton, it looks well on the shelf and moves readily off it.



Prices—1 lb. size, single, \$1.55 per case of 36 packages.
5 c/s lots, \$1.50 per case.
Large size, \$2.85 per case, in any quantity.
Freight prepaid on all 5 c/s lots and upwards.

All our goods carry the premium feature to the public through coupon in the wrapper or carton.

Pugsley, Dingman & Co., Limited
TORONTO

Order through your jobber or direct from us.



We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.

No Advance Yet in the Price of *G. Washington's* REFINED Coffee

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee gives you a profit of 75c, and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20c per pound, you must sell 3½ pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee for home and for overseas use.

CANADIAN SALES AGENTS:

Mr. Edmund Littler, 169 William St., Montreal.
Mr. W. G. Kyle, 261 Stanley St., Winnipeg.
Mr. E. J. Roberts, 215 Tenth Ave. W., Calgary.
Mr. T. J. Johnson, 842 Cambie Street, Vancouver.
Mr. W. G. Varty, 29 Melinda Street, Toronto.

The best Orange Marmalade

is

Wethey's

Are you selling it?

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa-nut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes.	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.	0 39
Lunch bars, 5-lb. boxes.	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2½-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can....	
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS


1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—½s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—½s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—½s, \$2.	
Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$9.	



**ENO'S
"FRUIT SALT"**

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
**Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO**

The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

**Don't stock—but sell it. Show it in
your counter and window displays.**

J. C. Eno, Limited, "Fruit Salt" Works
LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL
The Largest Cigar Manufacturers in Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



Everybody likes MARSH'S GRAPE JUICE

Aggressive grocers should constantly feature this Pure Concord Temperance Drink. Sales are always repeats, and the profits are very worth-while.

Marsh Grape Juice Company

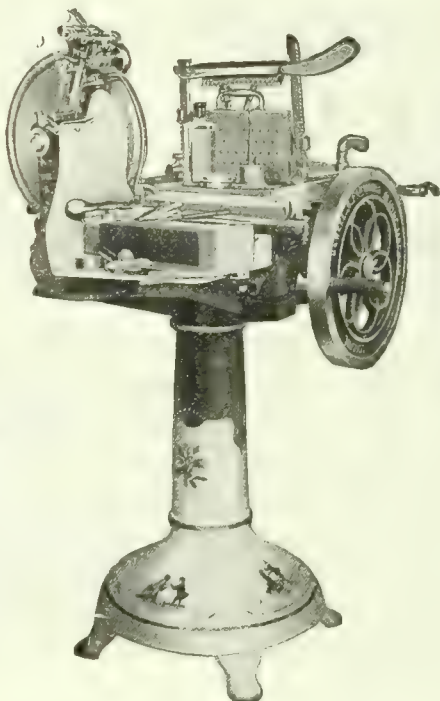
Ontario Agents:
MacLaren Imperial
Cheese Company
Toronto

VAN BERKEL SLICING MACHINE

"Made in the
Empire,
London, Eng."

Will about pay
for itself in the
saving of waste
which other
machines make.

Send for illus-
trated cata-
logue giving
full particulars.



The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
Minced meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre
cs. 8 00
Neptune 9 00
San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6
doz. pts., doz. 1 35
Ginger Ale, Trayders, cs., 6
doz., splits, doz. 1 25
Club Soda, Trayders, cs., 6
doz., pts., doz. 1 30
Club Soda, Trayders, cs., 6
doz. splits, doz. 1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb.
tins, lb. 0 48
Princess Blend, 50 and 30-lb.
tins, lb. 0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 25

COFFEES

Victoria, Java and Mocha
Blend, 1 lb. tin, lb. 0 34 1/2
Victoria, 5, 10, 25, 50-lb. tins
lb. 0 32
Princess, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 75
D. S. F., 1/2-lb. 3 30
D. S. F., 1-lb. 6 25
F. D., 1/4-lb. 1 10
Per jar
Durham, 4-lb. jar, each. 1 10
Durham, 1-lb. jar, each. 0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz.
case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50
Weight 11 lbs. to case. Freight
rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz.
in handsome counter carton,
per doz. \$ 1 05
List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

	5c Round litho. dredge	10c Oval litho. dredge
SPICES.		
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, win- dow front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

CANADIAN Strawberries

are now in full swing. Season will be short. Get your supplies early.

California

Peaches, Plums and Cantaloupes.

New Potatoes

Market much lower.

Cabbage, Beans, Peas,
Tomatoes.

HUGH WALKER & SON
GUELPH, ONT.

Local Fruits and Vegetables

Strawberries
Gooseberries **Cherries**

Now arriving in the market daily. Also full supplies

Tomatoes, Cabbage, Beans, Peas,
Potatoes, Melons, Cantaloupes,
Peaches, Plums, Apricots.

*Largest Assortment and
Freshest Goods.*

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Main 6565 :: TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Ask Us For Wrapping Papers

10,000 Rolls and Reams

and

Twines

Very large assortment.

Walter Woods & Co.

Hamilton and Winnipeg

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
**NEW ALL-CANADIAN, ALL-WOODEN
WASHBOARD**

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.



The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

WANTED—NUMBER OF SIDE LINES —
Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

MANUFACTURERS' AGENTS IN REGINA,
calling on general merchants, bakers, butchers and restaurants throughout Saskatchewan, are open to represent manufacturer of a good staple line. We have storage facilities. References exchanged. Box 234, Canadian Grocer.

YOU MAY BE ABLE TO HANDLE ANOTHER
line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in CANADIAN GROCER, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

BUSINESS WANTED

WANTED—GROCERY WITH RESIDENCE AT-
tached. Box 236, Canadian Grocer.

FOR SALE

GROCERY, CONFECTIONERY AND ICE
cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

GOOD GROCERY BUSINESS FOR SALE —
established 20 years; good reasons for selling. Dwelling attached; manufacturing city. Apply Box 230, Canadian Grocer.

GROCERY BUSINESS FOR SALE AND THE
premises to let with option of buying. Located in the Cedarville district of Toronto. Doing good business now but owner wishes to sell for personal reasons. Apply to owner at 45 Mulberry Ave. Bracondale, Toronto

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE
and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

This page is the logical place for anyone in the Canadian grocery trade to place his "condensed" advertisements if he wants anything that can be supplied by any other Canadian grocer.

Do you want a clerk or store manager?

Do you want a position as clerk or travelling salesman?

Do you want an agent?

Do you want an agency?

Do you want a traveller?

Do you want to sell or exchange your business?

Do you want to buy a grocery business?

Do you want to buy or sell any store equipment?

If so, sit down now, and draft an advertisement for Canadian Grocer's "Wanted" page, setting forth just what you want, and stating your needs or qualifications.

Such an advertisement will automatically seek out for you, the only people you want to reach—those who are actively engaged in selling groceries in Canada.

The cost?

Trifling! Two cents per word for first insertion and one cent per word for each subsequent insertion of the same advertisement. Each figure is counted as a word, and a charge of 5 cents extra per insertion is made when Box Number is required. In this way the advertiser's name is kept confidential.

Copy for Condensed Advertisements should reach the Toronto office of Canadian Grocer not later than Monday morning to catch the current week's issue. In order to save unnecessary correspondence and bookkeeping, please remit with copy, preferably by money order.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER
yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME
special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

HELP WANTED

YOU NEED THE KIND OF HELP THAT
is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH
good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES
which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

EVERY MERCHANT WHO SEEKS MAXIMUM
efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited 97 Ontario St., Toronto.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY
line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

Buyers' Guide

It will not cost you
one cent
unless
we collect



Your old accounts
can be collected.

The money is
yours and you should have it in
your business. Why not let us
collect it for you? We make no
charge unless we collect.

Our proposition is a good one.

WRITE FOR FORMS AND FILL THEM
IN RIGHT AWAY.

The Nagle Mercantile Agency
Westmount, Que. (Montreal)



We are now located in our new and
more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

SAY YOU SAW IT IN CANADIAN
GROCER

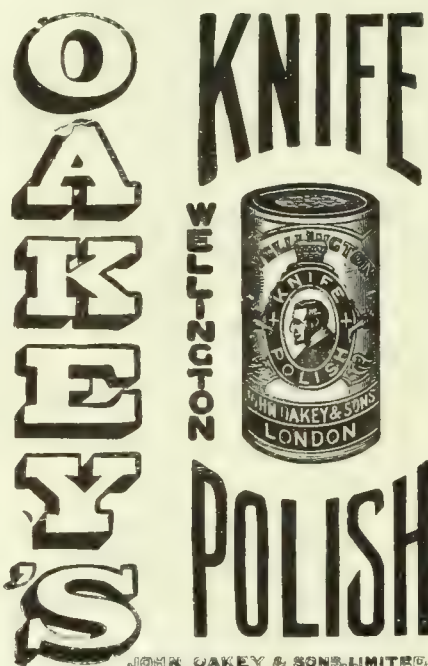


TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year



AGENTS:

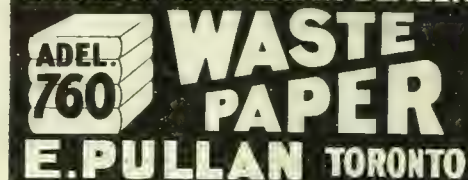
Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters
of Sausage Casings, Packers' and But-
chers' Supplies. Outfitters of Meat Mar-
kets. Pure Spices a Specialty. But-
chers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

LARGEST CANADIAN DEALER



30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - - ONTARIO

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For
apples, green or dry; Cereals, Crackers, Bottles,
Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

THE "WANT" AD.

The "want ad." has grown from a
little used force in business life
into one of the great necessities of
the present day.

Business men nowadays turn to
the "want ad." as a matter of course
for a hundred small services.

The "want ad." gets work for
workers and workers for work.

It gets clerks for employers and
finds employers for clerks. It
brings together buyer and seller,
and enables them to do business
though they may be thousands of
miles apart.

The "want ad." is the great force
in the small affairs and incidents of
daily life.

Pure Sugar Colouring

Permanently Brilliant in

Syrups
Vinegar

Mineral Waters
Spirit, etc., etc.

When ordering state purpose for which required.
Shipped in barrels, half barrels, kegs and cans.

MANUFACTURED BY

Dominion Caramel Company

21 WALNUT AVENUE

MONTREAL, QUE.

KING GEORGE'S NAVY

CHEWING
TOBACCO

will build up your tobacco
department

You cannot expect to build a big tobacco business upon the foundation of poor quality lines. A stock of KING GEORGE'S NAVY will give impetus to your tobacco sales, and its customer-pleasing quality will make a steady patron of every first purchaser.

*Try it out. The
profits are very
good.*

Rock City Tobacco Co., Ltd.

In your Locality
are many

Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

848

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy
for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and
Confectioners throughout the Dominion.

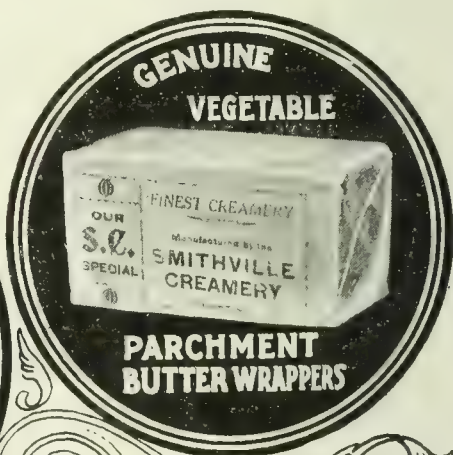
NATIONAL LICORICE COMPANY
MONTREAL



APPLEFORD'S SANI-WRAPPERS

Our papers are cleansed, treated and purified with Refined Parafine Waxes and Disinfectants. They add to the Freshness, Cleanliness and Purity of your goods.

They preserve the Color and Quality of fresh and Cooked Meats and are Germ-proof, Moisture-proof and Grease-proof. They will not stick to the Meat.



MUCH BETTER AND NO HIGHER IN PRICE.
ASK YOUR DEALER FOR SANI-WRAPPERS, OR WRITE US DIRECT FOR SAMPLES AND PRICES.

Appleford's Carbon Coated Counter Sales Books are no dearer than the ordinary kind. Now made with new improved formulas and appliances and better than ever before. If you are not a customer, write us for a sample book.

Appleford Counter Check Book Co., Limited
HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO, MONTREAL, WINNIPEG and VANCOUVER.

CANADIAN GROCER

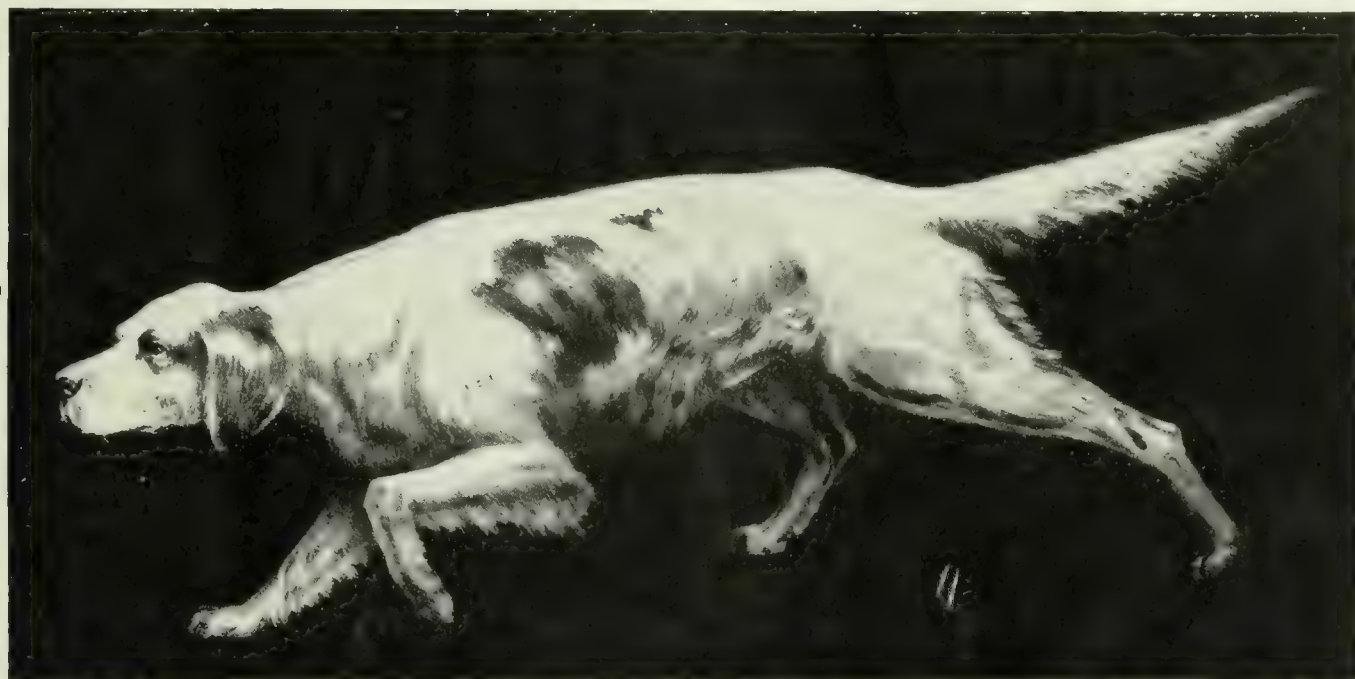
Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JULY 13th, 1917

No. 28



PRESNAIL'S PATHFINDER CIGAR

The PATHFINDER mark on Cigars represents to the trade high quality and good value.

Presnail's Pathfinder Cigar can be relied upon to assist in building up YOUR cigar department because of this quality and value.

MADE BY

HARPER-PRESNAIL CIGAR COMPANY
HAMILTON, ONT. LIMITED

Agents: Mason & Hickey, Winnipeg, Man.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations,
Copy of report will be sent on request to anyone interested.

CANADIAN GROCER

MAKE SURE

of your customer's success in putting down this season's Jams, Preserves and Fruits by recommending and supplying

ST. LAWRENCE

DIAMOND

GRANULATED

An absolute Pure Cane Sugar.

KING GEORGE'S NAVY

**CHEWING
TOBACCO**

**Puts extra profit in your
cash drawer**

Get a stock of this popular chew working for you in a neat show case display and know what real tobacco profits mean.

The men like its unexcelled flavor and goodness—that's why every sale is a "repeat."

*Why leave all the
extra business to
the other fellow?*



Rock City Tobacco Co., Ltd.

Get your share of the Borden Demand

Make your window and counter displays the connecting link between Borden popularity and your cash register.

By directing a little attention to those "Leaders of Quality" you will very quickly realize the big advantages of constantly pushing lines whose merits have gained nation-wide popularity.

If you have still to learn what Borden selling value means get a trial supply now and begin cashing in on these dependable money-makers.

Ask your wholesaler.

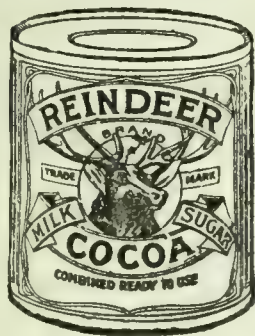
Borden Milk Co., Ltd.

'Leaders of Quality'

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.



She wants her favorite extract

And she won't be happy till she gets it. Shirriff's has been a favorite for thirty years. Most women know it—demand it—and recommend it to daughters and friends. They just "shop around" till they find the dealer who sells it, without telling you a word about it. Moral: Sell the extract with a reputation of long standing—

Shirriffs True Vanilla

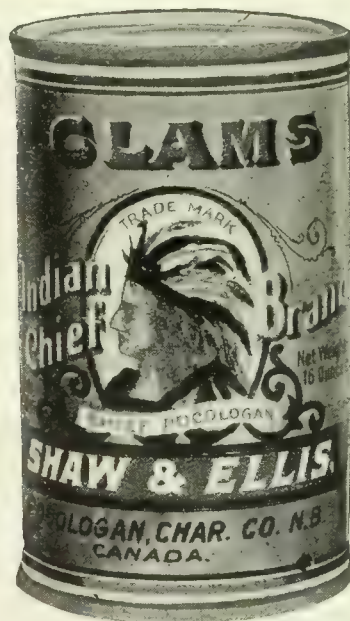
Shirriffs is 50 per cent. stronger than government requirements, and less is needed for good results. It is made from the best Mexican Vanilla bean—the world's best—by our secret process which takes a whole year to complete. Those are the things that built up the Shirriff reputation. The reputation sells the goods. Why not give the women what they want—Shirriffs! Write us.



Imperial Extract Co.
Toronto

INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

SHAW & ELLIS
Pocologan, N.B.

An Oft-Repeated Profit.

Advertisements of *Sani-Flush* are messages of sanitation for the home and emancipation from a disagreeable task for the housewife. There are many, many women in Canada who feel they can't keep house without



Sani-Flush

When a woman once buys it and tries it, she comes back for more. Not just once, but over and over again. She uses *Sani-Flush* regularly, just as she uses bluing and starch.

So you make an oft-repeated profit. *Sani-Flush* is a good year-round seller and a proved repeater.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

CLARK'S



Three of the
main elements
of success are

Judgment
Effort
Quality

Your judgment, Mr. Grocer, will tell
you that the goods to buy are

CLARK'S PORK and BEANS

Your efforts are necessary, but they are ably backed
by the CLARK advertising and demonstrating.

The QUALITY is always there when you buy
CLARK'S.

They have only one—THE BEST.

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED
Pure Fruit Preservers
HAMILTON, CANADA



You still make your regular profit on macaroni

Catelli gives you
a good, living
profit on every
package of "Hiron-
delle", "L'Etoile" and "Milk"
Macaroni.

Catelli packs 30 cartons to
the case — which means more
profit for you.

Push the profitable brands like
Catelli's.

The C. H. Catelli Co., Limited, Montreal

CATELLI'S

"HIRONDELLE"

"L'ETOILE" and "MILK"

MACARONI

All
Wholesalers
have
Catelli's
Macaroni

30
Packages
to
the
Case

If any advertisement interests you, tear it out now and place with letters to be answered.



STANDARD Floor Dressing

keeps floors smooth, fixtures bright, and shelves neat. Experiments have shown that it permanently lays over 90% of the atmospheric dust, a task which no amount of dry sweeping or dusting can accomplish.

One gallon is sufficient to cover from 500 to 700 square feet, and when applied every few months it greatly improves the general appearance of your store.

When applied with an Imperial Floor Oiler an even distribution without waste is assured. A floor sprayer may be used, if preferred.

Obtainable in one and four gallon cans; also in barrels and half barrels.

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

E. D. SMITH'S
1917
Strawberry Jam
NOW READY
100% Pure

Unsurpassed quality and flavor.
In neat, attractively labelled
containers. A jam you can
recommend.

Prompt shipment guaranteed.

E. D. Smith and Son,
Limited
WINONA

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East
Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary,
Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise
Brokerage Co., Vancouver, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Mr. Manufacturer

*Are you represented
in Alberta?*

If not, now is the time to go after the business. Prospects are good for large farm returns this year, and with the steady flow of thrifty settlers coming all the time, business is sure to increase. I have first-class storage, and am in direct connection with a large number of City and Country Merchants.

I want to represent you.

Reference: Standard Bank, here.

T. M. HANLEY

Broker and Commission Merchant

10154 103rd Street, Edmonton, Alta.

Boutilier's "Golden" Finnan Haddies

Also

Herring in Tomato Sauce

SOMETHING NEW —

"Golden" Lobsters in $\frac{1}{2}$ lb. flats. Nothing better on the market.

GEO. ADAM & CO.
410 Chamber of Commerce
WINNIPEG

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers
and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE

from

COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES: Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C.H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have several good accounts, but can give you results on yours.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Gallon Apples
Fancy and Choice
Seeded Raisins

**W. H. Millman
& Sons**
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**
Wholesale Grocery and Confectionery
Brokers
KITCHENER WINNIPEG CALGARY

Trade Papers are
Pioneers of Business
Expansion

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

**Loggie, Parsons
& Co.**
Merchandise Brokers and
Manufacturers' Agents
Grocery and Drug
Specialties.

"We cover Canada 3 times a year."
Foy Bldg., Front Street W.
TORONTO - - ONTARIO

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

We carry stocks in our own Warehouse
(when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

**DRIED AND EVAPORATED
APPLES.**
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

Commission Agent covering the ground between Cobalt and Cochrane and from Cochrane to Hearst, and also the Porcupine District, wants a few good lines on commission. Address A. L., P. B. 123, Timmins.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY
ALFRED T. TANGUAY & COMPANY
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

BEANS AND PEAS

We buy and sell. References Bank of Montreal.

Universal Importing Co. BROKERS

St. Nicholas Bld. Montreal

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of

All Kinds of Grains and Seeds

Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

Kindly mention this paper when
writing to advertisers.

The Crop and Business

In view of the great importance of the crop in relation to the Empire's food supply and Canada's business prosperity, THE FINANCIAL POST will present each week a special article dealing with the developments in a broad way and as they affect the business situation as a whole. This article will be edited by F. M. Chapman, Editor of The Farmer's Magazine, who will have direct and authoritative information on the Western Canadian situation supplied regularly by Miss Cora Hind, a former member of our staff, but now Agricultural Editor of the Manitoba Free Press, a publication whose information for some years has not taken second place even to the current Government statistics. Miss Hind's service will be supplemented by reports from the Provincial Departments of Agriculture from time to time.

THE POST believes that this special on agricultural conditions as presented to the readers of THE POST will prove a very valuable guide to the manufacturers and business men, as well as to the investing public as to the developments of the crop in relation to general business and financial affairs. This is only one of the many news features that THE POST gives its readers every week. It has become so valuable that thousands of them renew year after year.

The Financial Post of Canada

143-153 University Avenue
Toronto, Ontario



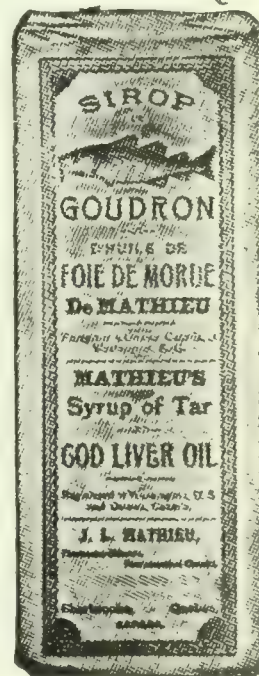
Two Staple
Remedies
that you
Should Sell

A TRIAL supply of Mathieu's Syrup of Tar and Cod Liver Oil and Mathieu's Nerveine Powders will pull results to convince you that they are exceptionally profitable lines to feature.

Both are absolutely dependable in every way and can be safely recommended to every customer. Get that trial supply now.

J. L. Mathieu Co.,

Proprietors
Sherbrooke, Quebec



If any advertisement interests you, tear it out now and place with letters to be answered.

Why You Should Seal Your Product With Anchor Caps

BECAUSE they are air and liquidtight, eliminating mold, contamination, leakers, etc.

BECAUSE of our unequalled sealing machinery, the breakage on jars in your plant is cut to zero.

BECAUSE of our very efficient service department your machinery is kept in perfect condition and up-to-date at all times, so that there is no delay from breakdowns.

BECAUSE of their perfect mechanical seal Anchor Caps cannot be knocked off in packing or during shipment.

Communicate with us for full particulars.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

NORWEGIAN BRISLING

(SARDINES)

Not to be mistaken
for Sild, or what you
buy as Sardines!

THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
STAVANGER (Norway)

Apply: Standard Imports, Limited, Montreal

You can sell these useful pottery jars

The best season
for sales is at hand
—July, August,
September and
October.

ORDER NOW.

Have you received
our latest cata-
logue issued July
10th, if not, ask
for a copy.



Light and Dark or White
Glazed outside. TALL
BUTTER JARS — Dark
Glazed inside.



Black Top Tested
Shoulder Jugs.
Imperial Measure.

The
Toronto Pottery
Co., Limited

617-618 Dominion Bank Bldg.

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory,
Leamington, Ont.

Principal Factory,
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax
St. John
Quebec
Ottawa
Winnipeg
Edmonton
Lethbridge
Calgary
Fernie, B.C.
Moose Jaw
Saskatoon
Vancouver
Victoria

John Tobin & Co.
Baird & Peters.
J. B. Renaud & Co.
Provost & Allard.
The Codville Co., Ltd.
The A. Macdonald Co.
The A. Macdonald Co.
Simington Co., Ltd.
Western Canada Wholesale Co.
The Codville Co., Ltd.
The Codville Co., Ltd.
Kelly, Douglas & Co.

Sell Babbitt's

It's a winner!



Size, Quality, Price — every essential necessary to the making of an unusually attractive "seller" is here. Babbitt's Cleanser has no equal in value or customer - confidence.

The tin is a regular 10c size made to retail at 5c. And we give Premiums for Trade-Marks.

WM. H. DUNN
Limited

General Representatives
for Canada
MONTREAL

Dunn-Hortop, Limited
TORONTO
Special Agents

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO



Three Score Years and Ten

have elapsed since Cow Brand Baking Soda first won the confidence of the prudent housewife.

The passing of the years has but served to strengthen this confidence and dealers everywhere would do well to make a daily display of this high quality favorite.

It pays to sell Cow Brand.

Church and Dwight
Limited

Mfrs. **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

**You
should
sell**

REGINA BAKING POWDER

It's a big favorite with every woman who has ever tried it. Put up in 16 oz. tins only. Retails at 50c per lb.

Keep a stock displayed and note the "repeats."



The Robert Gillespie Co.

WINNIPEG, MANITOBA, Agents for Canada

The New Breakfast Food



Dutch Tea Rusks

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.

WINNIPEG, MAN.

Agents for Canada

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

One great advantage of KLIM is that your customer can use the exact amount required for the bread, cake, gravy or whatever it is that she is making and then after replacing the cover on the tin place it back on the shelf—and the KLIM will be sweet and fresh whenever it is needed again.

Order the household size from your wholesale grocer.

**CANADIAN MILK
PRODUCTS LIMITED**

10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal

ALSO STOCKED BY

W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton

Kirkland & Rose
Vancouver

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered
Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited

Established 1780
Montreal, Can. Dorchester, Mass.

A want ad. in this paper will
bring replies from all
parts of Canada.

A Salesman Always on the Job

IT is the constant dropping that wears the stone away. It is the constant knocking at the door of attention and favor that in the end gives you ready access to the good-will of buyers of your merchandise.

You can keep up a constant knocking—a bid for attention, a reminder of yourself, a spokesman of your message—this by using regularly

The FARMER'S MAGAZINE

No man whose customers and should-be customers are farmers should be absent from their attention. Their will and purpose to buy may mature at any time. The salesman on the spot stands the best chance to get the order.

All this you know, but—do you live up to the behest of your knowledge?

Let us tell you more about The Farmer's Magazine in a special letter.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

WORTH A HUNDRED DOLLARS A YEAR TO THIS DEALER

1 June 1917

“Canadian Grocer”
Montreal

Gentlemen:—

“I want to tell you what I think of CANADIAN GROCER, and would say it to any man at all who is interested in a good trade paper. CANADIAN GROCER costs three dollars a year, and I say that it is worth TWO DOLLARS A COPY to any man who knows how to make use of what it contains in information.

“I take the paper home with me each Saturday night, and I read it through from cover to cover, every line of it, before Monday morning. I find the market reports interesting, and valuable and the quotations they give are a close guide. Yes, and let me tell you, there are wholesale men's agents who come in here in the early part of the week, and they have CANADIAN GROCER, in their pockets, and know to a letter what it says. There's all kinds of saving and profit to be made by men who watch the market information given in CANADIAN GROCER as I have found many a time.

“I have profited by the advertisements too, on many occasions, and only recently when I bought a paper baler through seeing the advt. in CANADIAN GROCER and saved money by it. And I passed the word along to a friend, and he also invested in a paper baler with good results. I send my CANADIAN GROCER after I have done with it to friends in Quebec, and sometimes to the Maritime Provinces, and they are glad to get it. I believe in passing a good thing along, and letting others know of it.”

T. J. KAVANAGH,
The Kavanagh Provision Co.
Bleury & Ontario Sts.,
Montreal



Put these two sellers on display to-day

Their delicious goodness will appeal to all.

E.P. Fruit Sauce

—the only Canadian-made Fruit Sauce on the market. A particularly good line to push during the hot weather. Repeats are certain.

The same applies to

H.G. Sauce (Worcestershire)

Both these lines have taken the place of imported products and offer the consumer such value as guarantees unstinted satisfaction.

Sold on the Contract Selling Plan. Stock up now and watch them sell.

The Canada Sauce & Vinegar Co.

519 KING STREET WEST - TORONTO



Prove your loss to a cent in case of fire

*You can do it with an
International Account Register*

This account keeping system is the simplest, most complete and most quickly operated system made. You have no extra safe to buy, no shifting of bill-holders to and from the safe to register.

An International gives you a quick and accurate service. Every credit transaction is totalled to the minute. Prevents mistakes and forgotten charges. Keeps delinquents in check, makes for regular payments and provides absolute safety in case of fire. The "International" is the modern system for modern and progressive merchants.



Write for booklet "I" which further explains and shows you how to solve the credit problems. Write now.

INTERNATIONAL SAFE COMPANY, LIMITED
FORT ERIE, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

You will never regret

recommending Red Rose Tea. It surely is a tea-trade builder.

Its 23 years of steady success is the guarantee.



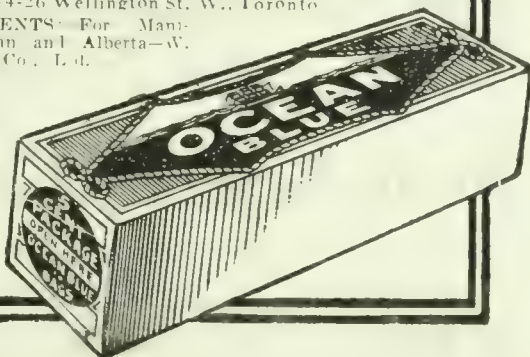
In sealed packages only

Every user advertises OCEAN BLUE by recommendation, and every packet you sell advertises your store as the place "where you can buy"

OCEAN BLUE

om your Wholsaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg. 14-26 Wellington St. W., Toronto
WESTERN AGENTS: For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd.
Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 1 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Cultivate the demand for these two favorites—

Royal Salad Dressing and Royal Mayonnaise



There is no resisting the sweet, delicious goodness of these Canadian-made leaders—one sale leads to another and another, bringing the dealer a daily stream of repeat orders that puts the profits where they should be.

ROYAL SALAD DRESSING is a good seller throughout the year and **ROYAL MAYONNAISE** is particularly adapted for snappy Summer selling. It's a peerless dressing for dainty fruit salads.

Put the Two Royals on display to-day.

Horton-Cato Mfg. Co.

WINDSOR, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

A Satisfied Customer is Your Best Advertisement

Robinson's "Patent" Groats and Robinson's "Patent" Barley

satisfy every customer and bring them in again for a further supply. For the quality and value of these two widely known cereals are absolutely unbeatable.

It pays to feature the Robinson cereals. The satisfaction they give will extend the housewife's confidence to other lines you sell. So keep your stock displayed.

MAGOR, SON AND COMPANY, LIMITED

191 St. Paul Street West, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada.

Royal Acadia Sugar Pure and Sweet



Carry this delicious and highly popular sweetener in stock constantly. It pays.

Customers so like Royal Acadia that they always come back after a first purchase.

Royal Acadia Sugar is the Highest Grade of Refined Sugars. In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

*Every Grain
Pure Cane*

The Acadia Sugar Refining Co., Ltd.
Halifax - - - - - Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

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Food Controller and the Retail Trade

The Possibilities of Business Restrictions—What is to be Expected in the Future—
Saving Preventable Waste and Conserving Non-Perishable Food the
Grocer's Duty and Opportunity.

IN England the activities of the Food Controller have transformed many of the conditions under which, in normal times the grocery business was conducted. The English are living nearer to the edge of things than we are and more readily face the necessity of sacrifice. In England, too, the control of food products is a comparatively simple matter, owing to physical and trade conditions, compared with what it would be in a country of the extent of Canada.

Yet, despite this, it is not well to suppose that any regulation of trade is impossible or improbable.

Why Food Must be Saved

The Hon. W. J. Hanna, Food Controller, in a recent address, pointed out the desperate urgency for food conservation in Canada as it has not been pointed out before. He stated that the allied belligerents needed 1,105,000,000 bushels of wheat to meet the actual needs. To meet this demand there were available in European countries 645,000,000 bushels, leaving a balance that must be supplied by Canada and the United States of 460,000,000 bushels. If both these countries maintained their normal consumption of grain there would be available for export only 300,000,000, a clear shortage of 160,000,000 bushels.

There have been many men who have made this statement in more or less similar form, but they have been but "a voice crying in the wilderness," nobody has heeded them, or actually believed them. But here, now we have a man who realizes these conditions, who is a man

of known energy and force, and who is clothed with very large powers. Although the Food Controller's appointment is not much more than two weeks old there has been a marked degree of activity noticed, and every indication that this position is actually to become a real factor. There have not been wanting either, hints that the grocery trade along with others would come in for some degree of regulation.

Possible Effect on Grocery Trade

Enquiry at the office of the Food Controller by CANADIAN GROCER failed to elicit any definite information. Nothing definite had been planned, it was stated. Time had been too short as yet for the outlining of any definite policy. Would it affect the grocer or the products of interest to the grocer? Possibly, but no decision had been reached as yet on these points; certainly none that could be

given out at this time. This much could be said, that if any regulation of the grocery trade were decided upon it would be dealt with in a thoroughly business like manner. There would certainly be no dislocation of business; anything that might be done would have the grocer's as well as the public's interest in mind, and would be so conducted that it would not prove a hardship.

Can Help the Nation

One thing could be said to the grocery trade, however, that they should eliminate all unnecessary waste. There was a great deal of preventable waste in the grocery's handling of foodstuffs, and this could easily be guarded against. In this item of waste there might yet be

real hardship. With the world supply of food so low, even in this wastage lay a great element of danger.

There was another thing that the grocer could do. There was on the face of things a great scarcity of exportable food for the Allies. We were using food that was not of a perishable nature, and letting the perishable foods waste. The grocer could help by encouraging a reversal of these conditions. Non-perishable foods must be conserved; of that there was no question. Canada and the United States, because of their comparative nearness to the fighting nations must of necessity bear the brunt of the task of feeding these nations. Under conditions of ordinary consumption the available exportable food was not sufficient. It must be made sufficient by curtailing home consumption.

This is the suggestion that has been

TAKING HIS MEASURE FOR BEEF STEAK.



—McConnell in the Toronto News.

Hon. W. J. Hanna is Canada's Food Controller.

made in every one of the public utterances of the Food Controller. There is the pointing out of the necessity for the curtailment of the consumption of non-perishable products. There is the beginning of a campaign of publicity to bring the public to a realization of the necessity, whether this is to prevent the necessity of any drastic action, or is merely to prepare for such action, no one but the Food Controller knows. More than once, however, there has crept into his remarks the suggestion that if mild measures were not effective, other measures would be resorted to. Where does the grocer come into this? He comes in as the distributor of these non-perishable foods, of flours, bacons and cheese, and similar exportable food commodities. He comes in as a man who can help the controller in many ways to make his campaign effective by co-operating with him

to see that these necessary foods are conserved as much as possible.

Helping the Food Controller

This is the best way to protect the trade against restrictions such as those that have been imposed in Britain. Mr. Hanna is evidently trying out the country to see if they will take this voluntary opportunity to economize, not so much that money may be saved, but that actual usable food restrictions will be imposed, and the grocer will be the first to feel these restrictions. There is no immediate likelihood of any such action, that is certain, and we have the assurance of the Food Controller's Department that should such action be contemplated it would be taken only with the fullest consideration of the grocers' interests, but even at this, such regulation would not likely add to the happiness or profit of the grocer.

A hint was given in Mr. Hanna's recent address in Toronto, that the prices of fish, bread and fruit were under consideration, and effort would be made to reduce the cost of these commodities, by better systems of distribution for one thing. These changes should they occur would work for the grocers' advantage rather than otherwise. In fact, there is every evidence that the large powers that are comprised under the title of Food Controller are in wise and capable hands, hands moreover that are conversant with business systems, and that are moreover convinced that these business systems are for the best.

The grocery trade has no need to fear the activities of the Food Controller's office. That is no reason, however, why the grocer should not do his utmost to assist in the work to which the Food Controller has set his hand.

Heat Wave Decimates California Fruit

Enormous Lemon Crop This Year Will be Practically Cut in Half—Present Crop
Valencias Somewhat Effected and Gloomy Outlook For Next Seasons Navels
—Intense Heat Burns up Trees and Fruit—Extent of Damage Yet
Unknown Owing to Rigid Curtailment of News.

A HEAT wave of unparalleled intensity that struck California during the latter part of last month has done enormous damage to the fruit crop of that State. Something like a censorship has been clapped down regarding this matter, and very little word of it has gone abroad, but the representative of one of the largest fruit handling companies in the State speaks of it as a "climatic disaster." From 14th to 17th June heat such as has never been known in the State before prevailed—hot weather of unusual intensity—had led up to this, but for these four days it was something truly abnormal; the temperature ranged from 110 to 120, and fruit was simply burned up on the trees. The Late Valencias that are now well on in their season, as far as can be learned, have not suffered as severely, though it may be part of the policy of silence to keep the facts of the case from being known; but in any event, the crop is up to the present moving with its usual regularity, the only indication of any changed condition being in the somewhat higher figures.

It is certain, however, that even in this crop the damage has been severe. Not only is this the case in the actual destruction entailed, but in the depreciation of the quality of the fruit. In some sections where the worst of the heat was felt it is understood that the fruit remaining on the trees is badly dried, while there has been quite a heavy dropping.

Lemon Crop Cut in Half

It is in the lemon crop, however, that the disastrous results of this weather has been mostly felt. Practically all the tree ripened fruit has dropped and dried up under the intense heat. Tree ripening, of course, only obtains to a limited extent, and the loss if it had stopped there

would not have been so serious, but it went farther than that, catching all the fully-sized green lemons and all the small ones that had not yet even partially matured. As is usual in such conditions, there were some sections only affected in a minor degree, while others were cut entirely. A conservative estimate puts the loss at fully 40 per cent. and as high as 50 per cent. of the total crop. This will still leave a moderate-sized crop, but in view of the difficulty of obtaining Italian lemons, this crop was being largely depended on, and its partial loss will probably mean materially higher prices, despite the fact that the price of Californian lemons is already at a very high figure.

Navel Crop Disastrously Affected

Though the present effects of this are serious enough, there is every evidence that the effect of the next season's navel crop, which is just beginning to set, has been disastrous. It is impossible, of course, to predict or even to estimate at this time the actual effects of the extreme conditions on the navel crop; it is yet safe to say that the effect has been very serious indeed. Especially is this believed to be the case in the Northern fruit section, where the early navels come from. This crop would come on the market about the end of October, and as a result has just reached the state of maturity that renders it particularly subject to the effects of unfavorable weather conditions. All through the State, except in scattered places here and there, there has been this intense heat and the consequent heavy loss in the young fruit, while the next season's Valencia crop has also been affected by the fact that many new orchards which are only beginning to bear or which might be expected to bear in the next year or so were unable

to withstand the extreme weather.

The result of this, of course, will be felt more next winter than at the present time. Unless conditions are proved to be much more favorable than the early reports would seem to indicate—and this seems extremely unlikely—there is going to be an extreme shortage in the orange crop during next winter and summer.

Deciduous Fruit Shows Some Effect

The Deciduous fruits for all their softer nature seem to have come off more satisfactorily than any of the other fruits. No definite word has been received as yet regarding this, and many dealers, judging from the fact that cars are still coming through regularly, have concluded that this important crop has escaped all injury. There is hardly ground for such cheerful views. Certainly the loss in these fruits is not to be compared with that of the citrus fruits. These orchards being mainly on the high lands or near the coast where the intense heat would be somewhat tempered, moreover, part of this fruit was fully matured, and so was not as subject to injury as the more immature fruits. Despite these facts, however, it is probable that there has been a considerable loss. It may not be felt for the time being, but in all probability the effects will be noted in the fruit maturing a little later in the season.

The canteloupe crop is not likely to have been materially affected. There has been a remarkable unanimity among all California growers in keeping the news of this serious loss from the public, and it has been very successful to date, but now that the real effects are beginning to become known, it is realized that it is too serious a matter to be kept entirely from the public.



SILENT SALESMAN IN THE KAVANAUGH PROVISION STORE, MONTREAL.

This method of displaying goods has proved a very successful one for this store. It makes an attractive display to catch the eye of the visiting customer, and has proved a great stimulation to sales. The display occupies a space fourteen feet by six, and is changed twice a week, so that it never becomes a time-worn story, but has always something of novelty and interest for the shopper.

Retailers' Interests Studied by A.A.Clubs

Valuable Addresses Delivered at the Big Convention Held in St. Louis.

EVERY interest in the business world is benefited by the work being done by the Associated Advertising Clubs of the World, and a big force in generating increased activity looking toward better business methods is the annual convention. This year's convention was held in St. Louis in June. In the following columns are given brief reports of some of the addresses which have special application to the business of retail merchants and the trade press:—

About Distribution

Considering the retailer as the terminal of distribution the manufacturers' obligation to him is to provide store arrangements and window display methods and selling plans by which he can distribute his merchandize with greater rapidity. This means definite knowledge of profits and turnover, intelligent store arrangement and effective use of advertising, said Frank Stockdale, of Indianapolis, business lecturer for the Associated

Advertising Clubs, in addressing a general session at the St. Louis convention.

He said the retailer desires information. He attends merchants' institutes, reads books and trade publications—always seeking to make himself a better distributor. If the manufacturer will take cognizance of this, he can help the retailer; he can create a better "terminal" for his own products, and broaden the entire retail distribution field.

Store Rooms and Sales Rooms

Too many merchants conduct store rooms instead of sales rooms, Mr. Stockdale suggested. One merchant in a New York town of 20,000 corrected this fault, stored his surplus stock in the stock room, made his store into a display and sales room and profited instantly by the change. In Oklahoma, 110 merchants were brought to devote careful attention to window display. The result of their efforts attracted unprecedented attention. The fact is, Mr. Stockdale pointed out, only one out of every four persons walks more than half way to the back of a store. This conclusion was based on testimony of 550 representative merchants.

In Montana, he said, forty housewives

were prevailed on to tell why they bought goods away from home. Two major reasons were given: local merchants were neither specific in price, nor did they give understandable information about their goods. Too much retail advertising is generality advertising, said the speaker; it is negative, weak and non-constructive.

Business Press Presents Evidence

Strong evidence for their publications was adduced by the business press with such definite history as the fact that thirteen pages in a trade publication, representing an advertising investment of \$659, sold motor trucks to a total of \$100,000; that nine months' use of advertising in one medium to an amount of \$1,980, made traceable sales to power plants amounting to \$9,999.98; that through a medium reaching steel mills, in twelve months an advertiser made \$40,000 in sales from an advertising investment of \$1,500. In nine months, according to one display card, an advertiser in the women's specialty field developed \$160,000 in new business from an advertising appropriation of \$1,800.

In the paper exhibit, advertisers gain-

EDITOR'S NOTE.—As the source of the information presented above we are indebted to "Associated Advertising," the official organ of the Associated Advertising Clubs of the world.

ed new knowledge about paper and its proper use. The exhibit was a graphic display of the right paper for the desired purpose. The display was accompanied by photographs, showing, for example, that offset printing requires a short fibre paper to produce the desired effect, and that supercalendered and English machine finish papers were desirable where cost is a factor.

With figures of strong significance, the agricultural press exhibit pointed out the immense field it covers—6,361,502 farm families, 49,348,000 rural population, and a 1916 income of \$13,499,000,000.

In original size, painted display boards bordered the entrance corridor to the exhibit, underlined with phrases epitomizing outdoor display service.

Business Books Galore

Near the centre of things in the exhibit was such a collection of business books as had never before been assembled—more than 1,600 volumes. Guy E. Marion, of the Pilgrim Publicity Association, Boston, presided over the display, having rounded it up on the invitation of Llewelyn E. Pratt, chairman of the National Educational Committee.

Scores of business men examined the library during the convention, making memorandums of books, of chapter headings and of pertinent information. Out came notebooks again at the direct mail display in the next exhibit—nor were the notebooks relieved from use all the while the visitors browsed among the exhibit-crowded corridors of the City Hall.

Another big book on advertising is to come. It will be called "Advertising Lowers the Cost of Distribution," and the author will be Harry Tipper, former president of the Advertising Club of New York, who was commissioned at the recent convention of the Associated Advertising Clubs of the World to perform this duty.

She Liked Busy Days

Mr. Stockdale's talk was rich in actual incidents illustrating the failure of merchants to serve the public. Among others was a story of an Iowa woman who told him after one of his lectures that she liked to go into a store in her home town on a busy day because the clerks were then so busy they left the goods down where she could see them.

If a store were properly managed, he said, goods would be where the customers could see them at all times, for numerous women who had attended his lectures had told him that while they knew they were privileged to have goods shown without buying, clerks always look disappointed when they fail to buy.

Accounting for Small Stores

By its very bigness the big store has many advantages over its smaller competitor, but accurate accounting methods will place the little store in splendid strategic position to occupy a strong position in the retail field, said William H. Ingersoll, of Robert H. Ingersoll & Bro., New York, chairman of the Cost Accounting Systems and Retail Service Commit-

tee of the Associated Advertising Clubs.

At the St. Louis convention, Mr. Ingersoll spoke on "Democracy in Merchandizing," and insisted advertising blazed the trail for such democracy, and that the large store has become large because it has been able to take advantage of its possibilities. But the small store, he added, needs help—it must be raised to an accurate basis of knowledge of its own business, if retail democracy is to exist.

Training School Is Needed

While the big store has capital, system, accounting methods, variety of stocks, special talent for display of goods, big purchasing power and the important insurance of good advertising, the small store is in position to specialize; it can offer more personal selling attention, has a more intimate knowledge of its needs and operates on a lower cost. The small store, he said, needs a training school that it may occupy in its more circumscribed influence, a position equivalent to that of the bigger enterprise in its bigger sphere.

Promote Retail Democracy

The special business systems which the Associated Advertising Clubs offer retailers are applied to hardware, shoe dealers and jewelers. By taking these systems and applying them, he emphasized, the small retailer can the more powerfully exert his influence to make the retail world "safe for a retail democracy."

Quoting Edward N. Hurley, former chairman of the Federal Trade Commission, Mr. Ingersoll said that official had declared this activity of the Associated Clubs "the greatest piece of constructive work going on in American trade."

Trade Paper Advertisements

That trade paper advertisements have such news value that the trade paper which fails to carry a representative line of advertising in its field is not doing all it should for its readers, was the assertion of W. D. Gregory, circulation manager of David Williams Co., New York. Speaking before the trade paper men at the convention of the Associated Advertising Clubs of the World at St. Louis, he said:—

"The subscribers of to-day want and expect manufacturers to keep them informed through their business papers, concerning all merchandize and service in their respective lines; and no matter how excellent may be the editorial contents of any paper, that paper is not performing its full function in its field nor is it satisfying the legitimate demands of its subscribers unless it also regularly carried the advertisements of a goodly number of representative supply firms in that field."

Concentrate Stocks

Concentration in stocks and more rapid turnover of smaller stocks is the manufacturer's advice to the retailer, and pursuit of this policy brings greater benefit to both elements in distribution, said John A. Bush, St. Louis, in address-

ing a general session of the St. Louis convention.

There is an apt story illustrating this, said the speaker, in introducing a brief narrative taken from a retail shoe experience. He said one Texas merchant started in business with \$750, and made a connection with one shoe house, one dry goods house and one hat house as his sources of supply. Within five years he was doing \$300,000 a year gross and he started a series of stores. His first shoe purchase was \$350. His 1916 fall purchase was \$12,000.

Another merchant in another town scattered his orders, dividing his shoe business alone among ten houses. The buyer carried a \$10,000 stock and "the specialty habit," making annual sales of \$12,000—but making no money.

Last year, the merchants made a radical change and concentrated his business with one shoe house. He installed a stock of \$2,800 and developed a gross business of \$16,000, enjoying six turnovers with an obvious profit. Most of this man's orders are small, forwarded every two weeks on counsel of the shoe house. This principle of concentration, or "few kinds" has resulted in many successes, said Mr. Bush.



THE ONTARIO POTATO CROP

The Ontario Department of Agriculture has announced that the potato crop this year will be larger than the average and considerably more than that of last year, if the weather is favorable. Some time ago fears were expressed that high prices of seed, due to the disastrous weather and short crop of last year, might result in a decreased acreage, but careful inquiries made in the potato-growing regions reveal that this is not the case.

Reports from the Maritime Provinces indicate increased plantings of potatoes, running from 10 per cent. to 25 per cent. Inasmuch as the average yield in Canada is more than sufficient for local needs there should be a surplus this year which should be very useful in increasing the home supply and freeing more exportable commodities for shipment abroad.

The Ontario department rendered valuable service in the distribution of seed potatoes by giving out 40 carloads and placing prospective purchasers in touch with sources where they could purchase their seed potatoes at wholesale prices.



JEWISH BAKER DEAD

Israel Singer, Montreal's first Jewish baker, is dead, at the age of sixty years. He followed the baking business in the city for twenty-five years, and retired about seven years ago. The late Mr. Singer took an active interest in the welfare of Jewish children in Montreal, having organized the Hebrew Free School, and had been identified with other charitable efforts designed for the uplift of the poorer classes of the Jewish race.



Modern Time Recording in Retail Stores

Recording Device is Beneficial to Both Employer and Employee—Recorder Increases Efficiency and Acts as Inoffensive Check on Business.

MANY retail merchants are realizing the importance of having a perfect record of the comings and goings of each of their employees on the basis that time is money, and this fact is being evidenced by the increasing use of up to date methods of recording such information. As an illustration of the value of this plan take a store with ten clerks with an average payroll of between \$7,000 and \$8,000 a year. It is evident that such an expenditure of money is worth checking to say nothing of the desirability of raising the standard of discipline in any well managed organization.

Discipline is created by commanding respect and the old adage says you can only command respect when you treat each one exactly alike, and this is the principle involved in the up to date time-recording apparatus. With the modern time recording instrument in a retail store each clerk registers his own time when he comes to work and when he leaves, also his goings and comings during the day if he has occasion to leave the store. This procedure gives the really honest clerk a chance to prove his honesty. What is meant is this, that when he took his position he sold to his employer, let us say ten hours a day for a certain wage. If he is ten minutes late in the morning, and wastes another fifteen minutes at noon, and leaves ten minutes early at night, then he is not delivering what he has sold.

Perfect Record of Employees' Time

The time recorder gives a perfect record of the time spent by the store employee beyond dispute, and better still, a new type of recorder will print a record in red ink when the employee is late or when he leaves before closing time. The effect of this is beneficial not only to the employer but to the employee himself as it "keeps him on the job", so to speak. Another point to be taken into consideration, is that the same employee will be in business for himself some day,

and no better training for such future responsibility could be given him than the adherence to strict disciplinary principles as encouraged by such a mechanical device as the time recording instrument.

Such a record as is given by the machine is almost of vital importance to the merchant, as it gives him a means of knowing whether his store was opened at the right time in the morning and who opened it. Many a hundred dollars' worth of trade annually has been lost owing to the store not being opened early in the morning when customers expect it to be, and yet the merchant knows nothing of it unless he happened to be there himself. The modern time recording instrument, acting as a check upon the business as a whole, and not individually upon the employees to such an extent as to render it offensive, makes it unnecessary for the merchant to always be at his store to see if it opened at the right time in the morning, and whether it was closed at night.

Time Recording Avoids Difficulties

As an evidence of the value of the modern time recorder to both employer and employee take the case where an employee is reprimanded for returning late after lunch when he really was not overstepping his regular time allowance through delay in leaving the store. The reprimand was made without a knowledge, on the part of the employer, that the employee had been delayed in leaving. In some cases such a reprimand is not delivered, and therefore the employee has no way of clearing himself. In this manner a wrong impression is conveyed of the methods of the employee through no fault of his own, and its constant recurrence would undoubtedly create a graver situation with the possible loss of his position. In such circumstances the recording machine would indicate exactly how long the employee was out and would preclude the possibility of such a situation arising.

Another feature of the device as used

in a retail store, is in connection with the paying of the employees on the basis of time spent at work. Every retail merchant is periodically up against the situation of dissatisfaction of some employee who claims he is short paid at the end of the month or fortnight as the case may be. This situation is created by an inadequate record having been kept of the time of that employee, and the money consideration makes it more important that an efficient system of such recording should be instituted by any retail store. With a little figuring the exact number of hours and minutes spent by the employee at work can be calculated, and no difficulty arises in connection with the payment for such time. Another factor which enters into the question is that the record is a mechanical one, and does not lend itself to dispute, as would a record kept by the employer himself.

In addition to the time recording apparatus described, some merchants also favor the newly introduced door attachment which connects with the time recorder and indicates the clerk who opened the door, at what time, and the door opened. All these improvements increase efficiency and that is what is required. It is evident that the introduction of some such mechanical system of record is a feature much to be desired in the modern retail store, and especially in view of the fact that it is of equal benefit to both employer and employee.



COMBAT WHEAT SPECULATION

It is proposed to turn the elevator and buildings of Cereals, Limited, at Kingston, Ont., into a flour mill for the benefit of the allies. It is understood that the American and Canadian food controllers are behind the project to establish a number of flour mills in order to cut into wheat speculating. In this connection an option has been taken on the Cereals, Ltd., plant by K. R. McDonald, of Kansas City.



Here is a window display that is full of suggestions for this weather when the days are becoming warmer, and hot dishes are at a discount. An effective arrangement of summery lines like this should be a great trade getter at this season.

Further Consideration of Sick Business

Benefits of Small Floor Space Considered—When Lessened Space May Actually be an Asset—The Wisdom of Taking First Losses.

By Henry Johnson, Jr.

LAST week I gave my "Ontario" friend some rather radical advice about curtailing his own storage and selling space. Maybe he will think I have put this somewhat too strongly; so let me indicate a few things.

From 1882 to 1900 Johnson & Son occupied a store with 50 ft. frontage and 85 ft. depth. It was irregular, so was equivalent to about 85 by 40 ft. We had main floor and cellar of this store and a second storey storage equivalent to 30 by 40 ft. Here were 8,000 square feet of space. Our sales were around \$50,000 in the early days to \$33,000 latterly; the falling off being due largely to the shifting of the town's business centre.

Beginning of 1901, we moved to a prime location in the new centre where we had a store 20 by 100 ft., with basement 20 by 30 ft., and gallery 20 by 20 ft. This gave us a total of 3,000 square feet, with a salesroom 400 square feet smaller than our old store. But we sold from \$60,000 to \$65,000 a year during the upwards of twelve years in that store.

In 1912 we moved again—across the street, for the location could hardly have been improved. Here we increased our

total space to 4,000 square feet, but reduced our salesroom to 1,800 square ft. Yet in this last store we did between \$70,000 and \$79,000 annually during the succeeding years.

The Lessons Learned

What's the answer—and how had I the courage to make these radical reductions in space?

I got the idea from studying retail quarters in large cities. There I saw men doing a really tremendous turnover in veritable "holes-in-the-wall." Seemed as if they hardly could turn around. But then the thought came to me that turning around was not in itself a very profitable exercise! I thought of the waste motion of running across forty feet of space and back again six or more times to wait on a single customer, and compared that labor with the work of reaching most things almost within one swing of one's arms.

Then I recalled the not infrequent times when we ordered five tiers of lard—and then "found" one or two still in our rambling cellar. You may know something about that yourself.

Well, the new store with 2,000 feet on the salesfloor; with a basement so small that nothing could be "lost" in it; with the gallery laid out so that we had to sell down to a few sacks of flour before we could take in another car, seemed cramped at first. But we got used to that very soon. Increased trade, with the necessarily greatly widened range of variety of stock, compelled us to buy, sell and buy again many times more rapidly than we had been doing.

In fact, in the original store we had carried about \$5,500 of stock. In the second store once we got up to \$8,000; and when inventory revealed that condition I was so disgusted with myself that immediately I stopped buying and continued "stopped" for over five months, until the stock was down "to the bone." Never after that did we exceed \$5,500 at inventory time and sometimes, even with sales upward of \$70,000, we had our stock down nearly to \$5,000.

The "Sick Business"

Bear in mind, too, that Johnson & Son's business was fairly prosperous with sales of \$33,000 and progressively

profitable during the succeeding fifteen years, whereas now we are studying a business which has the proprietor "guessing" to quote his own expression. So I am justified in recommending to him a strong dose of commercial cathartic. Let us see where I left him last week.

I have advised his confining his grocery business to a sales space 70 by 12½ ft., though in practice and during the day, his customers would have the full aisle space, even as they have it now, so he need not be cramped for room. But this would give him 875 sq. ft. for the sale and display of his own goods, while he would have 1,750 basement storage and perhaps 200 square feet of rear storage, though I have no measurements of the rear for guidance. At any rate, there would be 2,825 square feet altogether—perhaps more—in which to do less than \$38,000, compared with my own \$60,000 and upward in 3,000 square feet of space. So I think he can manage O.K.

Now, with the release of capital tied up in china and curtailment of the stock of flour and feed to wholesale proportions, my friend should be in much easier circumstances than he is at present. Hence, another radical step he plans to take should not be taken without some further very-careful thought and experiment.

Do Not Rashly Cut Out Credit

I am distinctly not one of those who believe that a cash business, strictly so called—and other kind should not be called "cash"—is either likely to be more profitable or simpler to run than a mixed cash and credit business. A properly conducted credit business is the best kind there is. It is simply up to the man to conduct it properly.

Now, my friend has \$17,000 annually of credit trade. He plans to cut that out by going on a cash-basis, all except the railroad employees' accounts and such as follow him to cash.

How is this different from saying that he is going to run a limited credit business, the limitation covering those who have some responsibility behind them in shape of a railroad job? And if he is capable of doing credit business with that limitation, why not with any other?

No; the thing for you to do, Brother, is to learn to say "No"—not indiscriminately, but in certain circumstances laid out on certain principles, determined as rules of action in advance. Make rules—then stick to those rules as though they were made by an authority above you. Think and say: "Our rules do not permit so and so; or prescribe this and that."

Adopt the attitude toward your customers that a jobber adopts toward yourself. Question is: Can this applicant pay? Does he pay others? Has he the resources and inclination to pay—on the dot—in full—when he agrees to pay? Base extension of credit on what you honestly can reply to those questions.

Then, just as with the china, take a loss quickly. The account not paid when due, or not paid in full—cut it out! Lose

Toronto Car Strike Will Aid Retailers

Probable Effect of Lack of Travelling Facilities Will be to Favor the Locality Store—Telephone Orders Grow More Brisk—Large Store's Loss Will be Local Store's Gain.

THOUGH at the time that the CANADIAN GROCER goes to press the Toronto car strike was only a day old, and consequently conditions had hardly shaped themselves to meet the changed situation, a number of merchants questioned, stated that they already noticed quite a material difference in the phone orders that were coming in and a general tendency of the people in the neighborhood to deal more exclusively with the local store of their choice. Unquestionably the down town stores stands to lose by the curtailment of the number of people who in the nature of things will venture down town, and risk the uncertainty of being offered a lift home by some fortunate auto owner. These stores will of course still

do a large telephone business, but unquestionably a part at least of their business will be curtailed, for the telephone is a poor substitute for the personal visit. This curtailment will in all probability accrue to the benefit of the localized store. The community surrounding are not offered the same inducement to go far afield as has been before them at other times and will likely give the bulk of their business to the stores in their locality. Just to what extent this may be true, is hardly known as yet, but should the strike be of any duration, the local store should surely profit if they are wide enough awake to seize the opportunities that present themselves and make the most of them.

\$4 sooner than risk \$14 more; drop \$16 rather than pile \$30 more onto it and then lose \$46!

Pay more close, personal attention to the status of your outstanding accounts than to any other one thing in your business. Then your credit will prove as solid, as reliable, as tangible an investment as your stock in trade.

'Scuse me if I bear down rather heavily on this and talk a lot. It is my hobby—and I have a right to call it so. For I have collected over 95 per cent. on a clean-up of retail grocery accounts; and no matter how modest I want to be about that, I must say that I know of no other retail grocer who has ever done as well!

I hope I have said something worth while to you. Write me further with details not now supplied, and ask me all the questions you like. I want to see you repeat in your present location the success you achieved in Blankton—and I know you can do it!

TORONTO GROCERS ADVOCATE EARLY CLOSING

The regular meeting of the Toronto Grocers Section of the R.M.A. was held on Monday night last. The last remaining details relative to the picnic to Niagara Falls which takes place on Wednesday next were completed, and it was evident from the report of the picnic committee that the picnic, weather permitting should be an unqualified success.

The much discussed problem of early closing was again to the fore. W. C. Miller, the Provincial Secretary, stated that he had interviewed the civic authorities and had learned that they would require a vote of 75 per cent. of the grocers and fruiterers, before an early closing by-law would be passed. The grocers decided to energetically go after the matter, and with the idea of getting

a preliminary census of those who could be counted on to favor the measure, they are putting two men out to canvass the city. The result of these investigations will determine whether it is advisable to do anything farther in the matter or not.

ENORMOUS INCREASE OF SUGAR EXPORTS

Not until the European war, was American sugar an important commodity in the commerce of the world. Much sugar was made for the home market, it is true, but comparatively little of it was sent abroad. Rarely do statistics disclose such an abrupt dislocation in the world's market of an essential article of trade. In 1913, which was the last peace year, American refiners exported only 28,000 tons. In 1916, they sent abroad 703,885 tons. The housewife who has been complaining of the steady increase in the price of sugar may find the explanation in these figures.

EARLY USE OF SUGAR

There are many references to the use and manufacture of maple sugar among American Indians by early travelers. Lafitail, the period of whose observation dated back to 1700-5, describes how "in March the Indians make transverse incisions in the trunks of trees with their hatchets, from which trickles an abundance of water, which they afterwards boil over a fire." He says that the sugar thus made always had a burnt taste, and that the French improved on its manufacture. Allusions to the manufacture of sugar by the Indians are not uncommon in colonial times, but most authors seemed to take it for granted that it was a borrowed art, and so passed it on without comment. But there is evidence to show the making of sugar by the aborigines dates from remote antiquity, and that they were in no way indebted to the Europeans for their knowledge.

Co-operative Delivery of Souris, Man.

Some Details of the System Explained—How it Works for a Better Delivery and Eliminates Difficulty—A Word About Costs—How the Dealer Maintains His Identity in Delivery.

SOME little while ago we dealt briefly with the co-operative delivery that had been inaugurated in Souris, Manitoba. As some further information relative to this matter has come to our attention, and as the delivery question at the present time is one of the most vital questions facing the grocery trade, the subject is worthy of further discussion.

The co-operative delivery as started in Souris is not of a very extensive nature. It was put into force by the general merchants only, but even representing as it does only a comparatively limited number of the merchants of the town, it takes in those merchants who in the nature of things are the most interested in the delivery problem. In the time it has been in operation it has manifestly proved itself a success, not only in the lessened difficulties for the merchants but in the improved, more regular service for the customer.

Dividing the Town Into Districts

In arranging the plan the town was divided into districts, A, B, C, and D, etc. In this way it was possible to formulate a more regular schedule, so that both patron and merchant could get a pretty good idea as to just when the goods purchased might be expected to arrive.

The actual delivery was in charge of the owner of the garage, who provided the car and had full charge of all arrangements. Up to the present one car has been able, owing to the systematizing of the delivery, to handle, and handle efficiently, all the delivery requirements of the stores in the system.

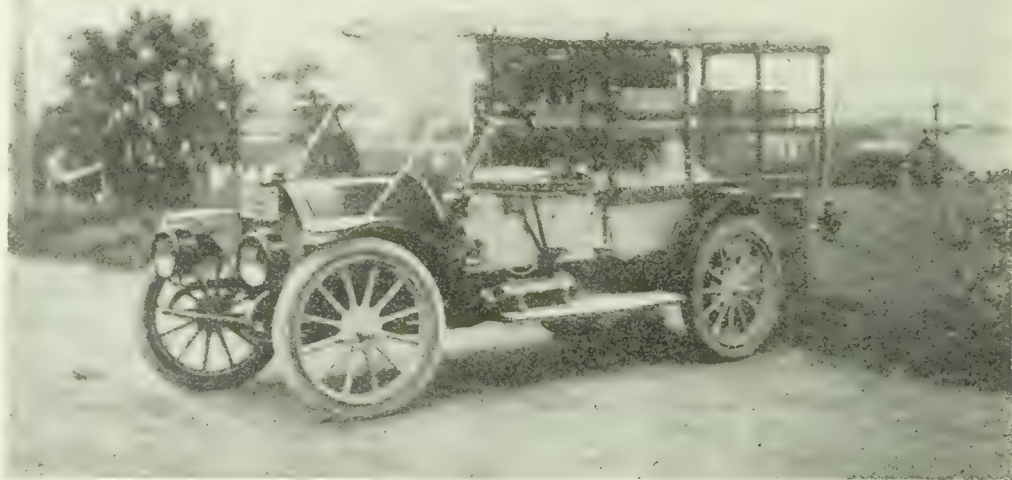
There are three route deliveries a day and two general deliveries, and on Saturday evening there is one delivery.

Getting the Co-operation of the Customer

In order that the delivery may be handled expeditiously, it is necessary to put a good deal of system into it, more than that, it must call for the co-operation of the purchasers. Each customer is equipped with a route card, and knows just when a delivery is to be expected, knows, too, at just what time the delivery is going to leave, and as it is brought very clearly to their attention that all orders must be in fifteen minutes before the delivery leaves, the item of confusion is practically eliminated, as this fifteen minutes gives ample time for the merchant to get his goods in shape before the delivery is due to leave.

Saving the Store's Identity

One of the most frequent arguments heard against the co-operative system is that by turning over his delivery to some



The car used for the Souris Co-operative Delivery. Note the roomy body and the double deck that permits of carrying a good load.

other interest beside that of his store, the store itself tends to lose its identity. That the association of the customer with the store is not nearly so close as it otherwise would be.

There does not appear to be any very great weight to this objection, but such as there is seems to be fairly well met by the system adopted in Souris. Each merchant has a special parcel tag with his own color on it; this tag attached to parcels, is a clear enough association with the store, but in case anyone should miss that, the delivery of each parcel is

from the special boxes of the store, and these boxes carry out the color scheme suggested by the tag, so that if you see a red colored box going into a certain home you don't have to go to Baker street and hunt for Sherlock Holmes to tell you that this particular order came from such and such a store. What better advertising is needed than that?

At the back of each store a delivery booth is arranged. As soon as they are made up the parcels are arranged there. They aren't cluttering up the store or being a stumbling block to unwary customers. They have their own place, and when the delivery hour arrives, the delivery man drives up to the rear and takes the parcels for that particular delivery. No time is lost in asking the clerk where the parcels go. There is a maximum of speed in getting the parcels away, and the minimum of disturbance in the store. And that is certainly an item worth considering.

Something About the Costs

Now what of the money end of the system? It's a better system for the merchant; does it cost him more or less?

The general consensus of opinion is that the new delivery system has reduced the cost of delivery by a good 40 per cent. Moreover, each merchant had his horse and rig that he could dispose of. There was a certain amount of capital tied up in this way which was released for more lucrative uses.

Of course, there is the customer to be considered, and the customer as a rule does not take kindly to innovations, so that there was a good deal of uncertainty as to what would happen when the system was first inaugurated on May 1. Well, sufficient time has now passed to

SOURIS MERCHANTS GENERAL DELIVERY

D. A. MACKENZIE.	PHONE 4
J. H. MORE.	PHONE 61
WHITE & ZIEGLER.	PHONE 18
W. C. McSHANE.	PHONE 79

DISTRICTS

District "A" All of Second St. and that portion of the town lying north of Plum Creek and west of Second St.

District "B"—All east and north of Second St. west of the river, and north of the Crescent.

District "C"—All west of Plum Creek.

District "D" All east of the river, and First St. south of the Crescent.

TIMES OF DELIVERY

District "A"—9.30 a.m.
District "B"—10.15 a.m.
District "C"—11.15 a.m.
District "D"—11.15 a.m.
General Delivery—2.30 p.m.
District "A"—4.30 p.m.
District "B"—5.15 p.m.
District "C"—6 p.m.
District "D"—6 p.m.

Saturday evening—A general delivery after 9 p.m., all orders for which must be in before that hour.

All orders must be in 15 minutes before advertised delivery.

Your district and times of delivery are underlined.

Schedule card issued to customers.

enable everyone to pass an unbiased judgment and the unqualified opinion is that the system has proved itself a success. The customers are spared the annoying uncertainties that were made part of the old system, the merchant is spared the unjustifiable demands that were made through the lack of understanding of the conditions. This happy state of affairs could hardly have been attained, save by the fact that the delivery was turned over to an agency entirely apart from the store. Once the parcel was put up it ceased to be part of the care of the store. The delivery company were entirely responsible. In that way, too, the system has proved satisfactory; the public so often looks upon an order to the store in the nature of a favor to that store that they expect unusual favors, and many of these favors hinge around delivery. For instance where people are out, which be it noted,

Parcels

Phone 18.

**WHITE & ZIEGLER,
General Merchants**

Crescent Avenue Souris, Man.

Name

Street

Form of parcel tag used. Each merchant has tag of different color.

is comparatively seldom, for they know exactly the time to expect the delivery, such articles as oil cans and egg crates are not left, but are taken back to the store and delivered next day. Now the chance of a customer looking upon treatment like that from the store as anything but an insult is very unlikely, and the

least the grocer could do to square himself would be to make a special trip to take the things back.

With the co-operative delivery, however, things are different. It is out of the merchant's hands entirely, and the public are far more ready to see the necessity for the delivery man taking these precautions than they ever would be for the storekeeper.

Co-operative delivery has a thousand and one things to recommend it, as many a town besides Souris can prove. It has its disadvantages, of course, its difficulty of operation, but these difficulties are not insurmountable. In Souris, the idea was first introduced by the Retail Merchants' Association, the idea being simply to find a cheaper way of doing business. In that object it has succeeded, and according to the opinion of both merchants and public, has a margin of other advantages as well to spare.

The Value of the Loss-off System

Practical Suggestions From Two Merchants Who Believe in the Value of This Method of Regulating Quality—Suggestions as to How the Difficulties That the System Presents May be Met and Eventually Overcome—Information That Will be of Interest and Value to Many Merchants.

EDITOR'S NOTE.—In a recent issue we published a letter from R. H. Harwood of Elm Creek, Manitoba, stating that Winnipeg wholesalers were sending out notices that in future they were going to buy eggs on the "loss off" system, Mr. Harwood was somewhat appalled by the difficulties that the change was going to occasion, and asked for some practical advice. The accompanying letters were received in reply, and being from practical men who have actually faced the difficulties that Mr. Harwood fears, their suggestions and advice should be of great benefit to many merchants who feel as Mr. Harwood does about the matter. It is a matter that is of great moment to the grocery trade. It is a systematic effort to improve the quality of all eggs marketed, and in so much it effects not only the merchants who receive eggs from the farmer, but every merchant who is interested in the sale of this commodity.

HARRISTON—Editor Grocer, Dear Sir:—Have just finished reading Mr. Harwood's letter asking for information re-handling eggs on the loss off basis and am pleased to try and offer a few suggestions.

Having spent some fourteen years in the wholesale produce business before entering the retail, this comes as a very easy matter to me as I have no doubt that I can take 10 dozen eggs out of a basket and candle them, in less time than the average merchant could "transfer" them.

In most small town stores 75 per cent. of the eggs are delivered by the farmers on Saturday, and here the average grocer is trimmed right on the start, and especially if he gets it into his head that it "can't be done." In the first place you have got to learn to "candle" eggs. By this I do not mean that you should leave off your start until you become an expert. Get a good candling appliance

and set it up in your cellar where you have room for a bench to work on, every chance you have, get some eggs and look them over. Black rots, red rots, and musty eggs will be very easy for you to pick out and after you have been at it some time and get to know what a "good egg" really is you will be able to pick out "spread yolks," and blood rings. These latter kind you will find your deadliest enemy, for a few days in a warm place or under a hen and a fertile egg will commence to "hatch," the first stage of this being a blood circle that forms on the yolk, these are all thrown out as unfit for food and of

course it is the storekeeper that stands the loss.

If you find that you cannot candle them as they come in put them in separate boxes with the farmer's name on a ticket, so that you will know who you got them from, advise your customers that you are buying them on the loss off basis and that you will have to charge back any bad eggs. In this way you can candle them at your leisure, and have your returns ready when they come back the next week, you will gradually acquire a better idea of eggs, will be able to handle them faster and will

(Continued on page 31.)

Co-operation in Egg Marketing

For the past four years we have been working to secure a steady market for the best grade of eggs, at a price better than that paid by commission merchants, and the best evidence of our success is that we constantly have on hand orders calling for from 300 to 1,000 dozen more than we are able to secure, at a price from three to nine cents per dozen more than the produce houses are offering. For instance, at the present time we are securing 36c per dozen for strictly new-laid eggs, whereas we are only offered 27c by the best commission merchants.

This market depends entirely upon quality. Nothing but clean, large, absolutely new-laid eggs are wanted. If we supply stale or bad eggs, that market is lost; and for that reason we are asking farmers at this season of the year to be doubly careful in the gathering and care of the eggs produced on their farms. Bear in mind that if we lose this market, you, the farmers, will be the losers, not John Karley & Son. Co-operate with us and we will always be able to pay you, as in the past very high prices for eggs. It is to our interest to get you highest prices; it is certainly to your interest to help us get them.

Gather eggs in hot weather at least once a day.

Bring them to the store at least twice a week.

Don't bring in stale, dirty or cracked eggs—you will be the loser in the end.

And don't take offense at this letter; we are trying to get best results, and this is not aimed at you in particular.

Yours faithfully,

JOHN KARLEY & SON.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

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No. 28

EDITORIAL BRIEFS

THE good old potato is once more getting down to a place where it is cheap enough to eat, and it is going lower before it is through.

* * *

THE Jamaican Banana crop, which was destroyed by a hurricane about a year ago is again becoming a factor in the banana trade, and will this season be as large as usual. In this connection it is interesting to note that the price being paid in Jamaica for the fruit is on an average about 54 cents a stem.

* * *

PRESIDENT Wilson's proclamation providing for absolute government control of exports is another step in the right direction. It will prevent neutral nations like Sweden and Holland providing themselves with an exportable surplus of goods that can be sold at a neat profit in Germany. Another little turn of the screw, every one of which helps.

* * *

THE Women's Committee of the National Council of Defence is setting about the task of enrolling twenty million women in an organization pledged to food conservation. If twenty million women make up their minds to economize it looks as though something would really be accomplished. Twenty million women pretty thoroughly represents the food purchasing element of a nation of a hundred million.

* * *

THE hotels in different parts of the Country are promptly taking up the Hon. W. J. Hanna's advice to curtail wastage, and use perishable foods where

possible. This is a good move, and one that probably won't hurt the hotel-going public, but after all the worst wastes are in the home, not the hotel. The hotel is careful of wastage anyway, for therein lies their profit, but the home, why things just naturally get wasted. This is the leak that is dangerous.

* * *

THE marauding shark has again made its appearance on the Atlantic coast. That will be a disheartening note for the Atlantic summer resorts, the shark having on recent date displayed such a strong taste for bathers. Well the American Government is making a big effort to put the shark on the menu of the American people under the name of Grayfish. The Americans eat shark, and the shark eats the American. It would seem a fair enough arrangement.

* * *

THE British Government has relaxed its embargo against Canned Salmon, and will admit 50 per cent. of the import of 1916. This fifty per cent. is to be divided equally between Canada and the United States. That gives Canada a considerable advantage, for in 1916 Canada's exports to Great Britain were only about three-fifths of those of the United States, so that actually Canada should still be able to find a ready market for her exportable surplus of canned salmon.

* * *

THE Vegetable Growers' Association of the Humber Bay District held a meeting on Monday of this week to arrange for better prices for their goods. After much discussion of the existing prices a set price that would give them a more satisfactory return for their labor was decided on. The interesting part of this meeting was the contention that though the growers were getting more for their goods, it would mean no extra charge to the consumer. Now just how is that happy state of affairs achieved. The growers are to receive, but apparently nobody is to pay.

FEATURING THE GLASS JAR

HERE is a systematic campaign on foot to encourage the housekeeper to can perishable foods for the winter, so as to release more needed products for other uses. Cans are scarce and actual canning is a sealed book to the average housekeeper, but give them a glass jar and they are perfectly at home and happy. This is a situation that the grocer would do well to consider, and to do all that lies in his power to foster. Every can of perishable food put up is a nail in the coffin of the Hohenzollern hopes. Let the grocery trade be the men to pass round the nails.

CONSCRIPTION OF FOOD—IS IT NECESSARY

THE Hon. W. J. Hanna, in a recent speech in Toronto, again brought firmly to the attention of the people, the essential facts that lay behind the

food controllership. That there was a food deficit among the warring allies that must be made up if conditions were not to become desperate, and that by reason of their location the United States and Canada were in a position of supreme responsibility; on them rested the burden of seeing that these demands were met.

If the consumption in Canada and the United States is maintained at its usual level, then the warring countries must face a lack of 150,000,000 bushels of food grain. There is little wonder that the Hon. Mr. Hanna speaks of the situation as desperate. There is less wonder that he is calling on Canada to do her part in conserving necessary food, not for the sake of saving money, but for the supreme reason of making the successful termination of the war a possibility. If these facts are true, and we have every reason in the world to believe they are, then we in Canada are going to be faced sooner or later by the necessity of economizing. If we will not do it voluntarily, and with a good grace, then unquestionably the Food Controller will use his dictatorial powers. Under all his statements this suggestion is plain.

Now there lies with the Grocery trade the great opportunity to help in this work, to free themselves from the stigma of thinking only of profit. In England merchants are refusing to sell goods in quantities, are urging their own customers to rigorous economies. That will not be necessary here. Canada is abundantly provided with food. It is a garden of fruit and vegetables. Good food for Canadians but of no service to the world at large because of their perishable nature. With the Grocer lies much of the obligation to push only those goods that can well be spared, to lay emphasis on the perishable food. Now is the time to line up behind the food controller. Don't let us force a conscription of food.

MENACE OF OVERDUE ACCOUNTS

NURTURED by war activities, conditions that in early 1914 had become dull and depressed, have reverted again to normal, and from that in many instances have climbed beyond the normal into a very exceptional prosperity. With the passing of the idea that the war would be over in six months, and the gradual realization that it has lasted three years and may possibly go on for another two years, there has grown up a feeling of confidence in the stability of present conditions.

It is not the mission of this publication, to say a word that would in any way disturb the public confidence. It is not the mission of this publication to disseminate gloomy views, or to urge the curtailment of business activities. There is this to be said, however, by way of warning, that these present appear-

ances of prosperity are built up on war and war's activities; are built up on waste instead of conservation and progress, and that prosperity so built is on no very sure foundation. More than that we have no teaching of experience to guide us. The world has never known a catastrophe of such magnitude. All foretellings of the future are merely guesswork. There are men who bespeak an even increased prosperity in the years of reconstruction to follow the war. There are others who can see only a calamitous paying up for all the great wastage of blood and treasure. Either one may be right. But in these times it is not well to gamble too much on possibilities.

What can the merchant do? He certainly cannot discontinue business or adopt any half-hearted methods. All he can do is to adopt the standpoint that the best conditions will follow the war, and then provide against the possibility that he may be wrong. For one thing he may wisely keep a firm hand on all financial matters. Take the matter of accounts. Whatever the result of the war it is not going to be well for the overdue account. Here is the man, for instance who a week or so ago bought flour at \$14.00, suppose that account is let run until that same flour is worth at market quotations say \$7.00, such things might well be if the rosiest dreams are realized. Just how ready will this man be to pay this long deferred bill, just what measure of friendship will the merchant have stored up for himself? For his long patience, he will have earned a reputation of a conscienceless profiteer and be fortunate if he can collect his account. In times like these with prices far above normal, which means sooner or later that they must decline sharply, it is suicidal to let accounts run. The purchaser should pay, when he is in the same humor that he was when he made the purchase, and before he has grown to think that the charge is extortionate. Or suppose things are not quite as rosy, and there comes upon us a season of harder times. What then? In these days most people have been earning up to their maximum capacity. They can probably pay now if they ever can, and the merchant should make sure of this. If the customer cannot pay, it is always possible to get small regular payments on account. We are now half way through the year. If you as a merchant have been carrying accounts for extended periods, it is time to cry a halt in this dangerous practice. A good account is an asset, a delayed account quickly ceases to be so. To carry accounts over into the second half of the year is to tempt conditions too far. Clean up your business and keep it cleaned up. Keep your credit with your wholesaler good, and your customers' credit with you equally so. In that way, whether the optimist or the pessimist is right, your business should weather these coming years.

How to Get and Keep Business

Brief Essays by Western Merchants Describing the Means They Have Found Effective in Meeting Outside Competition—Advertising, Service and Quality Generally Considered the Greatest Arguments

EDITOR'S NOTE.—*At the time the Manitoba Retail Merchants' Association was in convention at Winnipeg, Russel Lang and Company, booksellers and stationers of that city, as an incentive to the better understanding of the problems of the cities, towns and country places had to meet in facing the competition of the Mail Order House, offered a prize for the ten best papers on the general topic "How We Get and Keep, Business in Our Town." We publish herewith three of the essays in the belief that they will be a stimulating influence to other merchants, to make their home town or district a real buying centre.*

PUBLICITY, SERVICE, QUALITY, PRICE

The Best Means of Holding Business—How These Four Items Protect Against Mail Order House Competition.

By H. M. Dunham, of Brown's, Limited, Portage la Prairie, winner of the first prize.

NOW to meet extraneous competition is one of the hardest problems that confront the merchant in the small cities, town and villages in this Western country.

We have given the subject a great deal of study, and have made many experiments, which have convinced us that the solution of the trouble is in the manner in which we conduct our own business. We find that the getting and holding of business depends upon:

Publicity, Service, Quality and Price, in the order of importance in which they are mentioned, and which I will deal with separately, as from our own experience.

Publicity—Good local newspaper advertising, supported by well distributed circularizing and personal canvass, is the strongest check on the mail order catalogue.

Service—Efficient and courteous sales and delivery service, and the use of every possible means that will facilitate the comfort and convenience of the shopper. Prompt adjustment of complaints, and willing exchange of unsatisfactory goods. We try to make it a pleasure for people to shop in our store so that they will want to deal there.

Quality—We stock only dependable goods, bought from manufacturers and wholesalers of proven dependability. The source of the supply is particularly important.

Price—The price is also an important factor, but not the most important. Our buying is carefully done, and we can compete successfully with the catalogue. We may not be able to meet all the "leaders" in the catalogue, but we can have equally as good "leaders" of our own. If the customer with the mail

order inclination will give us an opportunity we can usually fill his order, in aggregate, for equal to, or less than, the catalogue house.

We feel that we have the catalogue beaten in this district, and while perhaps twenty per cent. of the business gets away, we think that this percentage will gradually decrease.

ADVERTISING BY SERVICE AND DISPLAY

All Kinds of Advertising of Benefit—Encouraging Good Feeling Among the Merchants, — Stimulating Local Loyalty.

By H. G. Prior, of Portage la Prairie, Man.

IN the first place we advertise. Truthful advertisements intelligently written and attractively displayed, backed up by merchandise that is dependable, and as described in the advertisement, is to us one of the most effective ways of getting and keeping business at home.

People to-day, and especially the ladies, take great interest in the different news items submitted by the merchants, learning therefrom what is the prevailing style, where it can be procured, and what it will cost. As a firm we make ourselves known to more people, and more people become acquainted with our store through advertising in our local paper, than in any other way. To be well and favorably known means an increase of business for us.

An efficient staff of employees is a very strong factor in the getting of business and of keeping it at home. Service is the key-note of this store. Many of our customers consider the service rendered by our staff, more than our prices, though we give careful attention to both.

The appearance of our store has been a big drawing card. A stock well kept shows that life exists in the store. Goods arranged for display in windows, on ledges and in show cases attract many people to the store who eventually become regular customers.

A feeling of good-will and patriotism toward other merchants in our city, has been of great value in the building up of our home trade.

If we, as merchants, do not loyally support our fellow merchants when requiring lines such as they sell, we cannot in return expect to receive the patronage of them, nor will we receive the support from the people of the community that we would otherwise receive. We advocate buy at home, and we must practise it. Co-operation between customer and merchant is most necessary. If each day we show a spirit of brotherhood toward our customers, show them

that we are interested in the welfare of men generally, interested also in the development of the city in which we live, and not live to ourselves alone, we in this way gain the confidence of the people and receive the support of many who otherwise might be inclined to send their money and business out of the city.

Eliminating the credit system is helping our business at home. The credit system has too many leak holes. The cash system has many advantages. By adopting the cash system we reduce overhead charges, dispose of bad debts, avoid mistakes in connection with accounts, remove the temptation of the fraudulent customer who procures goods under false pretences, governs the buyer who has a limited income, enables the merchant to pay cash for his stock of merchandise, which means lower prices to merchant and customer, and closer prices mean a bigger volume of business in our home store and city.

COMPLETENESS OF STOCK THE BEST ARGUMENT

Having the Goods Demanded the Best Way of Meeting Competition. Value of a Cash and Credit Price. The Place of Advertising

By C. W. Whitman, Emerson, Man.

OUR experience is that the foundation of sales results in the stock carried. We believe in carrying a complete stock of the goods our customers want. Have you ever heard your customers say: "Oh it's no use going there, they never have anything you want." We believe that much country business goes to the city in lines that country merchants overlook because they do not realize the demand. Our policy is, find out what our customers want, and what new demands can be created, and stock those goods.

The second point we have found worth while, is to promptly obtain any item out of stock. This applies especially to articles for which the demand is not heavy enough to keep. How does a customer feel, on going in one store for an article and being told, "we are out" with no further offer of service, and then going to the next store and getting the answer, "we are out, but we can have it down next mail." Which store drives its customers to the mail order people? We try to get the reputation of keeping everything our customers want, or if out, of getting it at once.

The next point is giving discounts for cash. Our goods are practically all marked two prices, cash and credit. The difference varies from 5 per cent. to 10 per cent. All goods are charged at

charge price, but payment inside thirty days gives our customer the cash price. Our customers appreciate this as much as we do. Cash is worth money, we make it worth while for our customers to pay cash, and thus help keep business at home.

Of course we find it necessary to successfully compete with mail order prices on staples. And we can compete to a large extent, as every hardware man knows. This sometimes leaves a small margin but keeps business. This year we believe we have practically eliminated mail order business in woven and barbed wire fencing, and paint. In fencing especially we do not keep a stock but forward our orders and buy and sell for cash. We have side-tracked paint orders on the way to the post office. These conspicuous examples appear to stand out in our customers minds and the result is they get the habit of buying their hardware from us.

Another point of importance necessary to link up a well assorted stock, cash discounts and mail order prices is advertising. We can't keep business at home unless our customers know what service we have to offer. They all know what the mail order people have to offer. Advertising in the local weekly, mailed

circulars, letters, etc., personal solicitation all combine in selling our goods and services to our customers.

To sum it up, we find it necessary to have the goods, to give our customers actual service in supplying what they want, to give equal value to every one, so that the man who buys on time pays for it, and the man who pays cash doesn't, and to let our customers know about the goods and services we have to offer.



MARKET FOR CANADA'S GOODS

Senator Beaubien at Ottawa has offered a resolution urging the Government to advertise Canadian products in France by means of an exhibition train of sample goods for the purpose of obtaining for Canadian producers a larger share of the French market, especially at the cessation of hostilities. The resolution was adopted.



Britain has rescinded the order prohibiting the importation of canned salmon from the U. S. and Canada. Fifty per cent. of the amount imported in 1916 of this commodity will be permitted to come in.

THE VALUE OF LOST-OFF SYSTEM

(Continued from page 27.)

very seldom have to carry any over without candling.

Above all do not blame the jobbers. They are right. Do not be like some of the old guard that have been buying anything that looked like an egg for the past forty years and afraid to tell their party that they had say, six bad eggs and would have to charge them back, sell this same woman something that is not "right" and see how quick it comes back to you, I have taken in as high as 300 dozen on a Saturday and would have 75 per cent. candled same day. The "loss off" system of buying eggs has been in force for the past three seasons in Ontario, and as foreman in a branch plant of one of our largest packers, I know what the merchant suffered the first year, some are still taking anything the farmer offers as eggs and I believe that I would be ahead of the game to trade my stock and profits for the season, for the amount that the branch referred to above collects from the merchants in one season for bad eggs.

I never buy an egg that I cannot sell and you might just as well get started right, and try and make your eggs show a profit the same as you do everything else. It is a hard proposition at the best and much worse if you pay good money for dead chickens in the shell, yours.

G. M. McDonald.

Educating the Producer

Sydenham, Ontario,

July 8, 1917.

Editor Canadian Grocer:

I have just read with interest Mr. Harwood's letter on page 43 of this week's issue, and understand just how he feels in the matter, as Montreal and Toronto jobbers have been buying eggs "loss-off" during the summer months, for some time.

Unless very large quantities of eggs are being received, enough to make it possible to have a special man in charge, on busy days, it certainly is out of the question to candle all receipts before they are "traded out." The only thing to be done at the time is to keep an eye on suspicious looking lots, candle them, and let this particular class of dishonest farmers know that they can't get away with it. Those are the people one wants to get after, there are only a few of them in each community, for the vast majority of farmers are honest in this matter. Next, Mr. Harwood should systematically educate his farmers as to the fallacy and waste of careless handling of eggs. This is his patriotic duty. In this connection, I am attaching a circular letter which is going out this week to our mailing list of 400 farmers. By keeping everlastingly after producers in a tactful way, much good will be done, and if Mr. Harwood tries it I am sure he will notice a big improvement in quality, for a farmer is quick to see anything that is to his ultimate advantage. Trusting that I have not taken up too much of your time, I remain,

W. H. Karley

Attractive Store on Edge of Coal Fields

A Brief Word Regarding the Bellevue Mercantile Company, a New Organization That is Faced by a Large Opportunity.



Grocery Department of Bellevue Mercantile Co., Ltd., Bellevue, Alta.

The Bellevue Mercantile Company is located in the village of Bellevue, Alta., not a large town, numbering a population of somewhat less than a thousand. But on the trade of that village, and the fertile surrounding country, and from the adjacent colliery district, a thriving business has been built up. The business was purchased from the Italian Co-operative Association of Bellevue, and is now doing a general store business under

the management of Fred Chappell.

That the store is one in which the residents of Bellevue may well take pride is evident from the attractive interior displayed herewith. The store is well equipped to attractively display its stock, and is equipped with many of the modern devices for the better service of its customers. The store taps a fine commercial country, and consequently its future should be of a rosy character.

THE CLERKS' DEPARTMENT

RAISED FORTY MILLIONS IN ONE WEEK

A Sketch of Brilliant Young Financier Who Brought New York Into Line for Red Cross.

An interesting sketch of the man who organized and directed the campaign which raised in New York in one week forty million dollars for the Red Cross is given in the *Annalist*. It appeared while the campaign was on and it is, therefore, necessary to add that the stipulated sum was raised all right in the stipulated time. Seward Prosser is a comparatively young man but a "comer" in American finance.

Two young men were having lunch one day in the Waldorf. One of them was Seward Prosser, the other Thomas Cochran. Both were then Vice-Presidents of the newly formed Astor Trust Company. A friend across the room beckoned to Mr. Cochran to come over to chat with him. He was a salesman for a drug house, just returned from another unsuccessful visit to a big store which for twenty-five years had refused to handle his company's line.

"If you could just get them to give our goods a chance I would put a \$100,000 account in your bank," said the salesman. But Mr. Cochran laughed.

"I would cut a fine figure going in there to ask those people to place an order for perfume and cosmetics where it would do me some good," he said. "However, I'll tuck that fact away in a corner of my head, and a week, or month, or maybe a year from now there may come an occasion when I can ask one of the owners why they don't handle your goods."

Back at work in the bank some time later the offer recurred to Mr. Cochran and he told the story to Mr. Prosser as an amusing incident. Prosser, a big, earnest young man with an ungainly walk, reached at once for his hat and lumbered out of the front door of the bank. In a quarter of an hour he was back at his desk, breathing a little more rapidly than usual.

"If you will call up your fat friend of the soaps and perfumes you can tell him to send his stuff to the store and his account to the Astor Trust Company," he said.

The incident is given here only to show the way Seward Prosser, President of the Bankers Trust Company (but not working at it for a few days) goes after things. He is singularly direct. His reasoning lacks the finesse of more intellectual bankers; he is not subtle, not clever at intrigue, but he covers intervening ground without looking much to the right or left. Other men can out-argue him without deflecting him from his purpose.

Above all, he owes what success he has attained to the quality which advertising men like to call "punch." He puts a

punch into things that he takes up, and then follows up the punch with a drive. He is strong physically, although he has drawn a little too freely on his reserves of energy lately.

Seward Prosser was playing a more important role last week than any of the better-known bankers, for he was directing the canvass that started out to raise \$40,000,000 in New York City for the Red Cross. That is a lot of money to ask people of one city to give away, but it is perhaps 75 per cent. of the total that the committees are going to turn in during the seven-day campaign that closes to-night. Figuring in the Red Cross dividends that will come to the organization, and the subscriptions obtained by the local teams but credited to other cities in which the givers have business interests, the committee had more than their \$40,000,000 raised in the first four days.

Prosser was made Chairman of the committees because H. P. Davidson is National Chairman of the Red Cross War Council. Mr. Davidson has built up an organization that is part of the secret of his success. At the same time it has meant the success of many men who have come to Davidson's notice. When he lived at Englewood, N.J., he became acquainted with Thomas W. Lamont, Dwight W. Morrow, Thomas Cochran, and Seward Prosser. The first three are now fellow-members in the firm of J. P. Morgan & Co., and Prosser is drawing \$50,000 a year as President of the Bankers Trust Company. It is sometimes asserted in the financial district that the road to fortune crosses the Erie at right angles at Englewood, N.J.

Back in 1907, when he was 35 years old, Seward Prosser was selling life insurance for the Equitable. He had formed the agency of Prosser & Homans, and had attracted some attention as a surprisingly efficient business getter. Where there was a prospect there usually came to be a policy.

Mr. Davidson was then organizing the Astor Trust Company, and he picked Prosser and Cochran to go in as Vice-Presidents. Neither of them knew any more about a bank than the ordinary depositor. Cochran had sold hardware and real estate among other things, and Prosser insurance. Both inexperienced, they told friends who giped them on their appointment that one was a plumber and the other a soldier of fortune, which they considered made a winning combination for any bank. They were of the same age, and soon became known in banking circles as the Astor Twins. It is probable that neither of them has ever worked as hard since as they did in the early months getting the Astor new business.

Prosser served five years and on March 1, 1912, was called downtown to head the Liberty National Bank. When Benjamin Strong, Jr., resigned from the Bankers Trust Company to head the Federal Re-

serve Bank, Mr. Prosser was moved up another notch. Cochran followed him into the Liberty Presidency, and, after a short time, out of that into a partnership in the Morgan firm.

Mr. Prosser has a wife and three children, and still lives in Englewood. He is a convincing, but not fluent speaker. No one is carried away by his eloquence, but he gets his lesson home, which is the important thing he learned while selling life insurance. He is something of a mystery to most of Wall Street because he has not been widely known, and his reputation has suffered a little from the supposition that Mr. Davidson's friendship has put him where he is to-day. However, there is no merit in any such suggestion. Mr. Davidson has closer friends whom he has never tried to put in places of responsibility. He picked Prosser out ten years ago as promising material, and he has never had cause to doubt the correctness of his judgment.

Prosser's great recreation is sailing boats. Through the winter, around the evening lamp, he builds and sails them with pencil and paper. In the summer he goes to Wood's Hole to try them out in the water. His success in getting money together at such short notice to meet the necessities of the Red Cross organization may be due to the fact that he is asking as he would respond. A friend said of him, touching upon a few of his outstanding characteristics:

"He is mighty generous. Interest him in a worthy charity and he will give until he bleeds."

That is a pretty good reputation for a man who tells New York City that it has got to give \$40,000,000, and give it in one week.



HOW HOOVER GOT HIS START

From office boy in 1895 to national food administrator in 1917 for the United States, and perhaps all of its Allies, is the brief biography of Herbert Hoover.

Twenty-two years ago Hoover began his career as an office boy in the employ of his uncle, Dr. Minthorn, who had charge of the Oregon Land Company, at Salem. After a thorough trial, the uncle said the boy was not worth \$35 a month.

But Hoover was sure he was worth more. He went to Stanford University and secured his degree by working his way through.

As an engineer his success is remembered in Arizona mining operations. His fame in solving intricate mining problems spread, and he was called to Australia and later to England.

The greatest task of his life came in feeding the Belgians.—From "The Interstate Grocer."

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

The Booth Fisheries Company, which is operating the plant at Chamcook, N. B., are extending their operations, and will add considerably to their staff.

Cecil Keirstead, who was drowned in the Kennebecasis river this week, is a son of J. Vernon Keirstead, formerly traveler for Red Rose tea, who assisted in organizing the commercial travelers' section of the 104th Batt., and went overseas with that unit.

The advisory board of the National Cannery Association, sardine section, met in Calais this week to consider the request of President Wilson that the pack of canned goods should be increased. Owing to the high price asked by New Brunswick weir owners, doubts were expressed if this would be possible.

St. John merchants, acting through the Board of Trade, have wired to Ottawa a strong protest against the proposed demurrage rates for freight cars. They argue that the fuller loads which are urged require more time for discharging and that the shortage of labor make quick despatch more difficult than ever.

Hon. C. W. Ganong, president of Ganong Brothers, Limited, was installed as Lieutenant-Governor of New Brunswick, with impressive ceremonies, at Fredericton, on July 4. On his return to his home in St. Stephen on the same evening, he received a great ovation and a reception was tendered to him by his fellow-townsmen. On the following Friday evening the new Lieutenant-Governor held a reception for the citizens.

Quebec

N. Bachand, grocer, Magog, Que., has sold his stock.

E. Despres, grocer, Fontainebleau, Que., is selling out.

Paquette & Belisle, grocers, Montreal, Que., have dissolved.

A. Laliberte, Jr., grocer, Oxford, Central, Que., is selling out.

I. Laniel & Co., groceries and meats, Montreal, Que., is selling out.

Martin & Morin, groceries, Lachine, Que., have registered A. Martin and Henri Morin.

F. H. Greenlaw, merchant, St. Andrews, N.B., was a business visitor to Montreal during the past week.

P. Kearney, of Kearney Bros. Tea Importers, Montreal, is spending a couple of weeks' vacation at Cliff-haven.

T. W. C. Binns, manager of the Fish Department, of Matthews, Blackwell, Ltd., Ottawa, was in Montreal last week on his way through to the lower provinces on a business trip.

Montreal grain and flour merchants note with regret the passing away of

Samuel Cherry, one of the best known millers of Ontario who died at his home in Preston, Ont., on July 2nd. He was 75 years old, and had been known to business circles in Montreal most favorably for over fifty years.

That the initials "T. T. T." on the first canned tomatoes put up in Montreal were the initials of the original canner of the brand, the late Col. T. Thompson Turnbull of Montreal, is pointed out by W. F. C. Turnbull who read with interest the item regarding this early line appearing in the Confederation Number of CANADIAN GROCER.

T. Kusanobu, General Manager in New York for Furuya & Nishimura, tea merchants, Japan, and importers, New York and Montreal, was a business visitor to Montreal for some days last week. Mr. Kusanobu who was formerly resident in Montreal is very well known in business circles, and renewed acquaintance with a number of friends who cordially welcomed him. Mr. Kusanobu's visit was in connection with the incorporation of the firm under the name Furuya, Nishimura Limited in Canada, and Furuya Nishimura Inc. in the United States. Under the new regime Mr. T. Furuya is President, Mr. S. T. Nishimura Vice-president, and Mr. W. H. Halford, Managing Director of the Canadian concern.

Ontario

Shouldice Grocery Co., Ottawa, Ont., has sold out.

D. B. Birrell, confectioner, Toronto, Ont., has sold out.

J. Kelly & Co., general store, Gore Bay, Ont., are dissolving partnership.

J. D. McPhail, cheese manufacturer of Russell, Ont., is dead.

P. D. Herbert, groceries and meats, Ottawa, Ont., is selling out.

Einarson Bros., grocers, of Toronto, suffered recent fire loss.

Lindsay Creamery, Ltd., of Lindsay, Ont., has been incorporated.

Hugh Martin, general store, Hallville, Ont., has been succeeded by S. Fetterly.

Emerson Bros., grocers, 994 Bathurst Street, Toronto, recently suffered \$800 loss through fire.

S. J. Cherry, prominent miller of Preston, Ont., is dead. Deceased owned and operated the Cambridge mills.

H. B. Clemes, Toronto manager of Gunns, Limited, is spending a short vacation period at Sturgeon's Point, Ont.

Messrs. H. E. Cook & Co., Owen Sound, cigar manufacturers, have purchased the business plant and stock of Messrs. Lyon, McDonald & Co., of London, Ont., and are moving it to Owen Sound to be operated in connection with their business.

P. T. Strong, sales agent of the

Acadia Sugar Refining Company of Halifax, N.S., is spending a few days in the Ontario field on business. Mr. Strong recently lost his eldest son, Major Strong, who was connected with the Royal Engineers at the front in France. He entered the service in August 1914 and spent over two years in France before being killed. Mr. Strong's second son is with the Canadian Engineers in France.

Western Provinces

G. A. Hammond, grocer, Edmonton, Alta., is dead.

W. A. Mitchell, grocer, Caron, Sask., has sold out.

H. E. Manley, general store, Asquith, Sask., has sold out.

Mrs. I. Turkletop, grocer, Winnipeg, Man., has discontinued.

N. Kawuk, Winnipeg, has commenced the grocery business.

David Peck, Winnipeg, has commenced the grocery business.

Burton & Salter, grocers, have commenced business at The Pas.

C. A. Baldwin, general store, Cabri, Sask., has discontinued.

R. Kaplan, of Winnipeg, has commenced the grocery business.

Wm. J. Young, grocer, Edmonton, Alta., has commenced business.

Home Grocery, Edmonton, Alta., has been succeeded by C. Murphy.

E. J. Coade, general store, Carievale, Sask., has moved to Rouleau, Sask.

H.E.H. Horse Radish Company has commenced business at Winnipeg, Man.

The Western Flour and Feed Company has commenced business at Medicine Hat, Alta.

Danl. Harmer, buyer for the A. Macdonald Co., Winnipeg, has been East on a trip.

J. Greenberg, general store, Jasmin, Sask., has been succeeded by Pergamit & Kaminsky.

D. O. Crossley & Son, general store, Biggar, Alta., has been succeeded by D. M. Randall.

J. H. McLandress, general store, Sinclair Station, Man., has been succeeded by C. S. Jackson.

Clara Zimrig has been succeeded in the grocery business by Mrs. N. Etta Lerman at Winnipeg, Man.

The death occurred recently of J. Traill, who called on the jobbing trade of Calgary for the D. H. Bain Co.

Manitoba Vinegar Co., Ltd., Winnipeg, Man., has made application to change name to Acme Vinegar Co., Ltd.

J. V. Cook has been appointed assistant manager of the Lethbridge branch of the A. Macdonald Co., wholesale grocers.

The H. L. Perry Company, of Winni-

peg, has secured the agency for distributing the jams and jellies in Manitoba for the Furnival-New, Limited, of Hamilton, Ont.

The capacity of the Western Canada Flour Mills at Brandon, of 700 barrels per day, is to be doubled, and new machinery to the value of \$20,000 is to be installed at once.

DEATH OF A. T. HODGE

A. T. Hodge, who for thirty years had represented the large coffee manufacturing house of Chase & Sanborn, of Boston, Mass., in the Province of Quebec, with headquarters at Montreal, died recently at the home of Senator Daniel Gillmore, at St. George, N.B., where he had gone for a visit. Mr. Hodge left Montreal on the Friday previous to Dominion Day in the very best of spirits and apparently in the best of health. His sudden death was due to heart failure, and came as a great shock to a host of friends throughout the province. He is survived by his widow, there being no family. The remains arrived in Montreal on Friday morning last and the funeral was held on Saturday afternoon following from the Church of Saint John the Evangelist to Mount Royal Cemetery. Floral tributes from associates and friends covered the casket, and the funeral was attended by representatives of the firm and staff, by whom deceased was held in highest esteem.

ICE CREAM TRADE FOR STORES ONLY

The question of the sale of ice cream in tents in competition with stores, is being considered in Hamilton, Ont., and the Civic Legislation and Reception Committee have made representations to the City Council in favor of prohibiting the sale of ice cream and refreshments in tents. Such sale, it is contended, is carried on only during the busy summer months on premises which are not called upon to pay business tax or heavy rentals, and are therefore in unfair competition with stores.

RECORD AUTO ORDER

Indication of the healthy conditions prevailing in Western Canada in regard to business and agriculture can be found in the significantly large order for automobiles placed by a dealer in Lethbridge, Alta., which is said to approximate in value \$1,000,000, or the largest automobile order placed in Western Canada. Delivery of the automobiles is to extend over the period of the next fourteen months, and the customers are farmers in the great majority.

OLIVE OIL AT PREMIUM

The market for olive oil is becoming less promising and the conditions surrounding it are daily becoming more and more unfavorable. Prices are generally withdrawn from the market and it is not likely that any more will be issued for some time to come as Italy, the great oil exporting country, has prohibited the exportation of olive products, and Spain,

which is the only country to-day that is exporting olive oil, is considering taking the same step. Present stocks are practically exhausted and very little oil is obtainable.

SERVICE DEPARTMENT

Could you give us the name and address of a reliable firm of shippers in U.S.A. from whom we could purchase a car of new potatoes.

Yours truly,
Reamsbottom & Edwards
South Porcupine, Ont.

Ans.

The largest potato handlers are the Eastern Shore of Virginia Produce Exchange, of Onley, Virginia. They market their product under two brands the Red Star and Gear Wheel the former a No. 1 grade and the latter a No. 2. The Exchange has a Canadian representative

at both Montreal, Toronto and Winnipeg during the shipping season. The Toronto representative is Mr. Lewis, who may be addressed at the Walker House, Toronto.

Could you give us the names of some Canadian onion shippers?

Chisholm Co., Ltd., Halifax, N.S.
Ans.

Leamington and Western Fruit Growers' Association, Leamington, Ont. Erie Co-operative Fruit Growers' Association, Leamington, Ont. E. E. Adams, Leamington, Ont. Kent Farmers Produce Co., Blenheim, Ont.

Power Washing Machines

Could you advise us of any firms making washing machines with power equipment, C. Thomas and Son, Creswell, Ont.
Ans.

Any of the following firms, Beatty Bros., Fergus, Ont., Cummer Dowsell, Ltd., Hamilton, D. Maxwell and Sons, St. Marys, Ont., J. H. O'Connor and Co., Ottawa, Ont., Whites Ltd., Collingwood, Ont.

New Customs Ruling

Not More Than 25 Per Cent. to be Added to Market Value of Goods at Time of Purchase When Imported Within Nine Months—Result of Importers' Protest a Year Ago.

A CUSTOMS Regulation that has just been issued recognizes to a certain extent a contention made by Canadian importers about a year ago when they protested to the department against paying duty on the price of goods based on the market value at the time of shipment. They maintained that they should pay duty on the "contract" price which may have been fixed six or eight months before. The Customs Department has given in to the extent that not more than twenty-five per cent. shall be added to the purchase value to represent the advance in price in the meantime.

The Regulation

"During the period of the war, until otherwise ordered, Customs duties on imported goods subject to an ad valorem rate may be accepted by Collectors of Customs in Canada at the fair market value of the goods at the time of purchase in the country whence exported directly to Canada, with an addition to such value of not more than twenty-five per centum when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of the goods prior to their exportation to Canada.

Rudolphe Boudreau,
Clerk of the Privy Council."

The argument of the importers last year when the rule that duty must be paid on the value "at the time of shipment" began to be enforced strictly for

the first time, was that this was an injustice to them. For instance the wholesalers bought goods at a certain contract price say in April, and allowing for duty on this purchase price, at once turned and disposed of these goods to the retailer. In July or August or later when the goods were being shipped they were charged a duty say of 50 per cent. on an increased valuation since the goods were bought. If this amounted to 50 per cent. the extra duty would be 15 per cent., which would wipe out the margin of profit, and more. On a 25 per cent. increase the extra duty would add 7½ per cent. to the cost of the goods, for 20 per cent. it would be 6 per cent. more, and so on. The Department at last consents to a maximum increase of 25 per cent. over the purchase price when goods are imported within 9 months.

War conditions are of course the occasion of the regulation being noticed at all. In normal times the two columns, one for the purchase price and the other for the "market" price at time of shipment, were invariably the same, and the average importer duplicated the figures without a thought of their significance.

Win When Market Drops

The Customs authorities state that when the market is on the downgrade the importer will be paying only at the lower price when the goods are being shipped not at the higher purchase price. "Maybe so," the importer remarks, "but that time is still afar off."

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

CHANGES in grocery lines have again been quite generally in the upward direction. One exception to the general tendency was in the case of tapioca in which a slightly lower price was quoted in at least one instance. Cut and plug tobaccos have made advances ranging from 1c to 30c per pound in some instances. Cornstarch and laundry starch have been increased one-quarter cent per pound. Some lines of soap and washing powders have been moved to higher levels. Certain brands of chewing gum are also quoted higher.

Butter and eggs were in strong market and advances were recorded in these commodities contrary to the expectations of some in the trade. There has been a better export inquiry for both of these commodities and prices exhibited strength in consequence. Cable dispatches stated that Denmark butter has been shut out of the English market and this resulted in a demand to Canada. Live hogs were in slightly firmer market and prices were somewhat higher.

Prices on canned salmon and canned peas have not yet been named. It is anticipated they will be somewhat later on salmon this season than usual, due to labor difficulties at the Coast. New crop prices have been named on asparagus, sliced pineapple, spinach, rhubarb. Preserved strawberries are expected to be in short crop this year. The heaviest producing period is now under way for this fruit and berries are reaching the market in fair quantities.

The market for Manitoba flour held steady during the week, but millers were in an uncertain state of mind over the probable action of the food controller. Mills are not making sales for any distant delivery dates under present conditions. Flour demand has improved considerably during the week, as quite a bit of Canadian flour is going into the United States. Rolled oats and corn products are in firm market. For the former there is an excellent export demand, although the domestic consumption is falling somewhat. Prices on corn products are exhibiting strength, due to the inability of millers to get supplies of corn. There is practically no corn being offered for sale at the present time. Millfeeds are all in better demand than they have been for some weeks past, particularly so in the case of bran. Quantities of millfeeds are being shipped into the United States.

Sugar advanced 15c per hundred. Raw sugar in the New York market gave signs of a slightly easier tendency. There has been a fairly good demand for Canadian refined sugar recently under the stimulus of strawberry preserving time. Business in grocery lines continues quiet.

QUEBEC MARKETS

MONTREAL, July 10. — While flour at the time of writing remains at the lower levels of last week, corn is very firm, and starches have advanced half a cent in some quarters and a quarter of a cent in general. The provision market shows some firmness again, and there has been a cessation of the declines in butter and eggs. Butter, however, may swing back a little before the season of production

wanes. In general grocery lines there is quietness with few changes in prices. Business is not very active, but much better than it was this time last year. There is a noticeable firmness in feeds, called phenomenal for the season. Bran is in active demand across the border. A minor line which has advanced is pain-killer now \$2.80 per dozen instead of \$2.10. Many drug lines are on the up trend it is said.

Starch Advances

Quarter Of A Cent

Montreal.

STARCH.—There has been an advance in all lines of starch amounting to a quarter of a cent on Edwardsburg lines, and half a cent according to some wholesalers on other lines as well as these. The reason for the advance is the great firmness in corn.

Sugar Market Had

A Steadier Tone

Montreal.

SUGAR.—It appears that the firmness in sugar across the line was occasioned by British Government buying on a large scale. Java sugar was bought for British purposes it is said, and this has had a quieting effect on Cubas. The market is stationary at time of writing, and the possibilities are towards strength, but this may not develop as rapidly as seemed inevitable last week. The drain on sugar stocks of the preserving season has not reached its full strength by any means, and seems delayed, but with the ripening of fruit there will be more activity no doubt. A big crop of beet sugar in Canada is looked for, more acreage having been planted for this.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 05
Acadia Sugar Refinery, extra granulated	8 05
Canada Sugar Refinery, extra granulated	8 05
Dominion Sugar Co., Ltd., crystal granulated	8 05
Special icing, barrels	8 25
Diamond icing	8 25
Yellow, No. 1	8 25
Yellow, No. 2 (or Golden).....	7 55
Yellow, No. 3	7 45
Powdered, barrels	8 15
Paris lumps, barrels	8 65
Paris lumps (boxes), 100 lbs.....	8 75
Crystal diamonds, barrels	8 65
Crystal diamonds (boxes, 100 lbs.).....	8 75
Assorted tea cubes, boxes	8 65
Cut loaf (50-lb. boxes).....	8 90
Cut loaf (25-lb. boxes)	9 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods In

Demand And Short

Montreal.

CANNED GOODS.—There is good demand for canned goods, and supplies it is claimed are dwindling low. It is said that hardly more than a couple of

weeks' supply of some lines remains in hands of some of the wholesalers should demand keep up. Corn and peas are among the lines most noticeably short. Tomatoes also are none too plentiful. Prices have not altered this week, but there might be some advances here and there as stocks get to the vanishing point. While tomatoes are still available at the lower range of prices quoted, the majority of the wholesalers are selling at the higher figures. No prices are yet forwarded on salmon by the B.C. Packers, but these may be expected before August, and will probably be higher than previous years' standards.

Salmon Sockeye—		
"Clover Leaf," 1/2-lb. flats.....	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
1/2 flats, cases 8 doz., per doz.	2 00	
Chums, 1-lb. talls.....	1 45	
Pinks, 1-lb. talls.....	1 75	
Cohoos, 1-lb. talls.....	2 65	
Red Springs, 1-lb. talls.....	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25	
Canadian sardines (case).....	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s.....	2 25	2 30
Tomatoes, U.S. pack.....	2 25	
Tomatoes, 2 1/2s.....	2 15	2 20
Peas, standards.....		1 35
Peas, Early June.....		1 45
Beans, golden wax.....		1 60
Beans, Refugees.....	1 50	1 60
Corn, 2s, doz.....	2 00	
Corn (on cob, gal. cans, doz.....		8 50
Red raspberries, 2s.....	2 25	2 45
Simcoes.....	2 75	
Red cherries, 2s.....	2 25	
Strawberries, 2s.....	2 40	2 50
Blueberries, 2s, doz.....		1 35
Pumpkins, 2 1/2s.....	1 60	1 70
Pumpkins, 3s.....		1 75
Pumpkins (gallon), doz.....		6 00
Apples (gallon).....	3 75	4 00
Peaches, 2s (heavy syrup).....		1 75
Pears, 3s (heavy syrup).....		2 45
Pineapples, 1 1/2s.....		2 25

Dried Fruit Market

Dull For Present

Montreal.

DRIED FRUITS.—Still, the market for dried fruits is uneventful though there are hints of high priced prunes in the air. The fact that the prune and apricot association in California withdrew prices on prunes last week, leads to this idea, but the prune crop is believed to be a large one. Apricots were also withdrawn, and the crop is not abnormally large. Orders for 1917 crop soda-dipped raisins are being booked at opening prices to be named later also for Thompson seedless, and Sultanas. There is no news as yet of Greek currants, but these are confidently expected though probably late in the year. Demand at present for dried fruits is very quiet.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	0 13	
Apples, choice winter, 50-lb. bxs.	0 13	0 13 1/2
Apricots—		
Choice, 25's, faced, new crop.....	0 28	
Nectarines, choice.....	0 11 1/2	
Peaches, choice.....	0 13	
Pears, choice.....	0 15	
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron.....	0 32	
Lemon.....	0 24	
Orange.....	0 27	
Currants—		
Filiatras, fine, loose, new.....	0 21	0 22
Filiatras, packages, new, lb.....	0 21	0 22
(In the present condition of market currant prices are considered merely nominal.)		

Dates—

Dromedary, pkg. stock, old, 1-lb. pkg.	0 12 1/2
Fards, choicest.....	0 12 1/2
Hallowee (loose).....	0 13
Excelsior.....	0 11 1/2
Anchor.....	0 09

Figs—

8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/2
1 lb. glove boxes, each.....	0 12
Cal. bricks, 8 oz., doz.....	0 95
Cal. bricks, 10 oz., doz.....	1 20
Cal. bricks, 16 oz., doz.....	1 40
Cal. layers, 10 lb., 5 rows, box.	1 50
Cal. fancy, table, 10 lbs.....	1 60

Figs—

Spanish (new), mats, per mat.	2 40
Comadore (Portugal), per mat 33 lbs.	2 40

Prunes, California—

30 to 40, in 25-lb. boxes, faced	0 13 1/2	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12 1/2	
70 to 80, in 25-lb. boxes, faced	0 12	0 13 1/2
90 to 100, in 25-lb. boxes, faced		0 11

Prunes (Oregon)—

30s.....	0 13
40-50s.....	0 12 1/2

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown.....	3 75
Muscatsels, loose, 2 crown.....	0 10 1/2
Muscatsels, loose, 3-crown, lb.....	0 11
Muscatsels, 4-crown, lb.....	0 11 1/2
Cal. seedless, 16 oz.....	0 12 1/2
Fancy seeded, 16 oz. pkgs.....	0 12 1/2
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected.....	0 11
Valencias, 4-crown layers.....	0 11 1/2

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Molasses Stocks

None Too Abundant

Montreal.

MOLASSES AND SYRUPS.—There is real anxiety as to molasses supplies. The losses of cargoes at sea recently have been far above average in past seasons, and merchants called upon to pay considerably more insurance on cargoes are wondering whether these losses are to end, or whether they are due to causes out of ordinary seamanly control and new to the route. Only the sailing vessels seem to have suffered so far, but the effect of the losses has been to make it possible that molasses may cost as high as a dollar a gallon for fancy grade before new crop comes round again. Already it is costing within two cents of wholesale price to import fancy, and this leaves a very small margin for the handler. While not advanced this week corn syrups are in firm market, and may advance as the molasses shortage begins to tell, increasing demand for these lines. Cane syrups are steady also, but there is firmness in all syrup lines in sympathy with molasses.

Prices for	
Fancy.	Choice.
Barbadoes Molasses—	
Puncheons.....	0 78 0 72
Barrels.....	0 81 0 75
Half barrels.....	0 83 0 77
For outside territories prices range about 3c lower.	
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case.....	5 50
Barrels, per 100 lbs.....	6 50
Half barrels, per 100 lbs.....	7 00

Nut Consignment

Is Lost At Sea

Montreal.

NUTS.—Uneventful conditions characterise the market for nuts as far as wholesale and retail trade are concerned at present but importers are concerned over the loss of a well-known steamship plying in the general trade between Bordeaux and Liverpool. Consignments of nuts for a Montreal importer went down in this vessel. The boat was the "Vendee" a vessel of small size as cargo steamers go, but in these days of ship shortage useful. Her loss helps firm up the market for walnuts already firm as far as the European product is concerned. Peanuts are firm, though the wholesalers who import direct from Virginia are well supplied, and quote fairly easy prices still. The market for nuts generally is quiet.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled).....	0 39	0 41
Almonds (Jordan).....		0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new).....	0 18	0 20
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.....	0 10	0 15
Peanuts, Bon Ton.....	0 15 1/2	0 16 1/2
Peanuts, "Diamond G".....	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.....	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.....	0 16 1/2	0 17
Pecans (new Jumbo), per lb.....		0 21
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans, "paper shell," extra large Jumbo.....		0 40
Pecans (shelled).....		0 80
Walnuts (Grenoble).....		0 18 1/2
Walnuts (shelled).....		0 52
Walnuts (Marbots), in bags.....	0 13	0 16
Walnuts (California), No. 1.....		0 24
Cocanuts, 100 size, per sack.....		7 50

Beans Find Less

Active Market

Montreal.

BEANS.—This is a quiet time as regards demand for beans. Consumption is at lower levels, and supplies though scanty have proved sufficient. New crop beans are being thought of, and some lines of imported beans may be found cheaper as stocks are cleared out. One firm of wholesalers was making a two weeks' special of Manchurian white beans at as low as 12 1/2 cents a pound at time of writing. The regular market prices are quoted below. Demand at that price was reported sufficiently active, but general demand for beans was not specially interesting. There are still some Canadian hand-picked available, but at high prices. Michigans are taking their place as a rule being quoted lower.

Beans—		
Canadian, hand-picked.....	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers.....	7 90	8 50
Michigan, 3-lb. pickers.....		11 00
Michigan, hand-picked.....		11 50
Yellow Eyes, per lb.....	0 15	0 15 1/2
Lima, per lb.....		0 21
Chilean beans, per lb.....	0 14 1/2	0 15
Manchurian white beans, lb.....	0 15 1/2	0 16
South American.....		5 70
Peas, white soup, per bush.....		5 00
Peas, split, new crop, bag 98 lbs.....	11 00	11 25
Barley (pot), per bag 98 lbs.....	6 25	7 25
Barley, pearl, per bag 98 lbs.....	7 50	8 00

Rice And Tapioca
In Steady Market

Montreal.
RICE AND TAPIOCA.—There is very little of note to record in the condition of the rice market in Montreal at present. Demand is quiet, but normal. Supplies are satisfactory, and prices have shown no tendency to alter upwards or downwards in general market. One wholesale house having large stocks of packing rice was selling this line to retailers as a special for 7.00 per hundred pounds, and doing good business at that price. The drop in price of potatoes has perhaps tended to reduce demand for rice, but the quiet season just at present is also responsible. Tapioca is still very firm, and with uncertainty as to new supplies.

"Texas" Carolina, per 100 lbs....	9 90
Patna (fancy)	10 15
Real Carolina, per 100 lbs.....	11 00
Patna (good)	9 40
Siam, No. 2	7 25
Siam (fancy)	8 40
Rangoon "B"	7 35
Tapioca, per lb.	0 14½
Tapioca (Pearl)	0 14½

Uneventful Coffee
And Cocoa Markets

Montreal.
COFFEE, COCOA.—There is little or nothing of note to record in either coffee or cocoa markets this week. No tendency up or down is noted which could affect the local market to the retailer. Consumption of cocoa is normal for the season, hot weather having reduced this somewhat. Coffee is in fair and normal demand also. Only the usual season's up and down reports as to crops have been heard, and merchants in Montreal set no particular store by these as yet. It is not anticipated that coffee will advance or decline in local market without more warning, and the same is true of cocoa, though when any market has remained long undisturbed something unexpected might happen at any time.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35°
Bulk cocoa (sweet)	0 18	0 25

Market For Tea
Keeps Very Strong

Montreal.
TEA.—There is little or nothing to add to the report of last week as to the tea market. All lines of black teas are firm, with scarcity evident, but owing to some arrivals it is possible now and then to secure tea bargains. These are eagerly picked up in quarters where there has been shortage felt, but in many districts considerable buying has been done on the first hints of shortage. The market is still very firm in Japan, a few early

shipments have arrived in Canada, and these have been very quickly snapped up. Japan siftings have been quoted to the wholesaler at prices a good deal higher than prevailed last year. This is in accordance with predictions regarding Japanese teas made in CANADIAN GROCER some time ago.

Pekoe, Souchongs, per lb.....	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spice Market Shows
Only Slight Change

Montreal.
SPICES.—Owing to the U. S. national holiday there have been rather disturbed markets and irregular in all lines of spices. Conditions while still most uncertain, are hardly as pressingly anxious as prevailed some little time ago, and trading in many lines is in small range. Prices to the retailer keep firm due to undoubted shortages. Peppers are still interesting, though there is now a slightly larger visible supply. White peppers are dull. Red peppers unchanged. Cloves are exceedingly scarce, and will probably go firmer. Nutmegs are quiet. It is believed that there will be less Pimento available for 1917-18. Gingers are dull. In the seeds thyme and Canary are easier. Others are unchanged. Local demand is steady, but not abnormal in any way.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30

Cayenne pepper	0 28	0 35
Cloves	0 35	0 40
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice		0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk.....		2 00
Caraway, Dutch, nominal.....	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded coconut, in pails.....	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Arrivals of New
Canadian Greens

Montreal.
FRUIT AND VEGETABLES.—The feature of the week has been the arrivals of new Canadian vegetables. Montreal cabbage, cucumbers and green peas have arrived and are welcomed. There has been a general decrease in prices of the principal green vegetables, and potatoes have had a welcome decline. Both old and new potatoes are lower in price. Canadian spinach is on the market at 50 cents a box. Canadian strawberries came on as expected in plentiful quantity at \$5 a crate of 54 boxes. Very few old vegetables are now available in bag lots. The new vegetables are sold now mainly by the dozen bunches. It is expected that



"Tell Your Friend 'There Ain't Goin' to be no Core'!"

by next week the first cars of American apples (Duchess) in hampers will be received. These will probably open at about \$3 a hamper. Bananas are quoted a little easier this week. Pineapples firmer. Valencia oranges are also a little firmer.

Bananas (fancy large), bunch...	2 75	3 50
Oranges—		
Navels, per box	4 50	
Floridas	5 00	
Valencia (lates)	4 75	5 00
Grape fruit	2 75	3 50
Lemons	5 00	5 50
Limes, box of 80	1 50	
Pineapples, Cuban, crate	4 50	
Pineapples (Cuban), 24's, each	0 75	
Watermelons (U.S.), each	0 60	0 75
Apples (in boxes)—		
Winesap	4 00	
Ben Davis	4 00	
Cauliflower, per doz. bunches	2 00	
Celery, greentop, per crate	4 00	
Celery (U.S. washed), doz.	2 00	
Onions, Bermuda, crate 50 lbs.	3 25	
Onions, Texas (crystal wax), crate 50 lbs.	2 00	2 25
Texas onions (red), crate	2 00	
Onions, Australian, sack 100 lbs.	6 00	
White onions, per bag (100 lbs.)	1 00	
Onions, Canadian, new, doz bun.	3 00	
Potatoes (Green Mt.), bag 80 lbs.	3 50	
Potatoes (new), per hamper	7 00	
Potatoes (new), per bag	3 00	
Potatoes (N.B.), bag	3 00	
Potatoes (Quebec)	3 00	
Potatoes (sweet), per hamper	4 00	
Carrots (new), doz. bunches	0 25	
Beets (new), doz. bunches	0 75	
Parsnips	2 00	
Peas (new), per hamper	3 00	
Turnips (new), per bunch	0 25	
Turnips (old), bag	3 00	
Lettuce, curly, per doz.	0 10	
Lettuce, Romaine, doz.	1 00	
Lettuce, Boston, box of 2 doz.	2 25	
Tomatoes, Mississippi Flats	2 50	
Horse radish, per lb.	0 25	
Cabbage (new), Baltimore, crate	3 50	
Cabbage (Montreal), doz.	1 25	
Beans, U.S. wax, basket	3 00	
Beans, U.S., green, basket	3 00	
Peas (new, Montreal), bag	2 00	
Leeks, per doz. bunches	2 00	
Parsley, doz.	0 35	
Mint, doz.	0 50	
Watercress, doz.	0 50	
Spinach (Canadian), box	0 50	
Rhubarb, per doz.	0 25	0 35
Eggplant, per crate	6 50	
Cauliflower, doz.	2 00	
Garlic (Canadian), lb.	0 15	
Endive (Canadian), lb.	0 25	
Strawberries (crate)	5 00	
Cucumbers (Fla.), basket	2 50	3 00
Cucumber (Montreal), doz.	0 90	
California plums, box	3 50	
Do., peaches, box	2 75	
Do., apricots, box	3 00	
Cherries (California) box	3 50	

Warm Weather Has Helped Some Fish

Montreal.

FISH.—The war weather has stimulated the market for some kinds of fish such as Gaspe salmon, mackerel, and halibut, and also dried and pickled fish. Owing to outings and holiday residences in country places, demand from summer resorts has been good, especially for lines of canned fish such as salmon, labsters, scallops, shrimps, and so forth. Arrivals of western fish have not been up to the mark for the past few days. It is also noticeable that supplies of haddock and codfish from the east have not been so good, but Gaspe salmon, mackerel, and lake fish have come in well to meet the shortage. Lobsters are getting scarcer and higher priced. There have been enquiries for some lines of pickled, salted, and other cured fish, but

no sales of any consequence have been as yet effected.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes	0 90	
Smoked boneless herring, 10-lb. box	1 40	
Smoked eels	0 12	
Smoked herrings (med.), lb.	0 17	

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	17 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	2 75

FRESH FROZEN SEA FISH.

Halibut	15	17
Haddock, lb.	06	
Mackerel	10	
Cod steak, fancy, lb.	8	
Salmon, Western	15	
Salmon, Gaspe	16	18

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11

Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	0 10	
Dore	0 11	0 12
Smelts, No. 1	0 15	
Smelts, No. 1 large	0 20	

Oysters—

Selected, gal.	2 00
Ordinary, gal.	1 75
Malpeque oysters (choice, bbl.)	12 00
Malpeque oysters (choice), bbl.	12 00
bbl.	10 00
Cape Cod shell oysters, bbl.	12 00
Clams (med.), per bbl.	8 00

FRESH FISH

Haddock	0 05	0 06
Steak Cod	0 07	
Market Cod	0 05	0 06
Carp	0 10	0 11
Dore	0 14	0 15
Lake trout	0 13	0 14
Fike	0 10	0 11
B. C. Salmon	0 18	
Gaspe Salmon	0 16	
Gaspereaux, each	0 03	
Western Halibut	0 17	0 18
Eastern Halibut	0 16	0 17
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch	0 09	
Bullheads	0 12	
Whitefish	0 14	0 15
Eels	0 10	
Brook trout	0 30	
Mackerel (large), each	0 20	
Mackerel (medium), each	0 18	

ONTARIO MARKETS

TORONTO, July 11.—A number of important changes have been made in grocery prices during the week, the large majority of which were in an upward direction. Butter and eggs took a turn upward rather suddenly, which was unlooked for so early, due in large measure to export inquiry for both these commodities from England. The export of eggs is commencing early this year, as it is not usual for movement in this direction to take place until August. Cheese was uneventful, due to the fixed price by the Government, at which purchases are made. Flour held in stationary market, and sugar was also unchanged. There was an easier tone to the raw market in New York during the week owing to the passing of keen bidding on the part of refiners. Tapioca in some quarters showed a slightly easier tendency. Rolled oats were in firmer tone, due in large measure to a heavy export demand for this commodity. Tobaccos and gums of various kinds recorded increase during the week. Business for the most part continued to be quiet.

Canadian Refiners Advance Sugar 15c

Toronto.

SUGARS.—Tuesday of this week St. Lawrence and Atlantic Sugar Refineries advanced their prices 15c per hundred. Acadia and Dominion followed up on Tuesday. At time of writing, Canada Sugar was still down. The strong market noted in raw sugar last week was due primarily to the demand from England to replace sugars that had been sunk by submarines. In one ten-day space the loss some three or four weeks ago, as announced, was 40,000 tons. It was point-

ed out in these columns at the time that this would in all probability put additional firmness in the market when Great Britain came into the market to replace these sugars. During the past week raw sugar in Cuba advanced to 5½c per pound, or 6.52 basis in United States, due to the competition between American refiners and European buyers. It is estimated Great Britain bought close to 100,000 tons to replace the recent losses. Refined sugar has been in keen demand from European sources, and this has made the American refiners willing to pay higher prices. During the latter part of last week the market became easier and declines of 3-16c in raw sugar from the high point were recorded. Weekly production on the Island of Cuba was larger than for the corresponding period of the two preceding years. Total production to July 2 reached 2,749,291 tons, against 2,859,700 tons last year at the same time. Cuban freights are easier than in recent weeks, being quoted from North Coast ports to New York at 30c to 35c. The estimated number of centrals still grinding on the Island is 15, as compared with 24 last week, and 15 for the corresponding week last year. It will, therefore, be seen that while the same number of centrals are now grinding the production is 110,409 tons less than last year. The crop of sugar last year amounted to 3,007,915 tons, and the estimated crop is for 300,000 tons this year. Canadian demand for refined has been somewhat better during the week. There is a rumor current to the effect that Canadian refineries may be taken over and operated by the Government.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 35
Acadia Sugar Refinery, extra granulated	8 35

Can. Sugar Refinery, extra granulated...	8 19
Dom. Sugar Refinery, extra granulated...	8 25
Yellow, No. 1	7 94
Specing icing, barrel	8 55
Powdered, barrels	8 55
Paris lumps, barrels	8 94
Assorted tea cubes, boxes	8 94

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Tobaccos And Washing Powders Go Higher

Toronto.

TOBACCO, WASHING POWDER, GUM.—Advances ranging from 1c to as high as 30c per pound have been made effective on various brands of tobacco during the week. Following are the prices now prevailing on various lines:—Meerschaum 12's, \$1 per pound; Old Chum 12's, \$1 lb.; Duke's Mixture 14's, \$1.10 lb.; Social Mixture 12's, \$1 lb.; Rex 12's, 97c lb.; B. C. No. 1 Cigarette 15's, \$1.25; Sweet Caporal 15's, \$1.25 lb.; Capstan Navy 8's, \$1.90 lb.; Player's Mild 8's, \$1.80 lb.; Player's Medium and Full 8's, \$1.85 lb. In plug tobaccos the following prices prevail: Black Watch, 65c lb.; Currency, 54c lb.; Bobs, 55c lb.; Queen's Navy bars, 58c lb.; Stag bars, 48c lb.; Walnut bars, 70c lb.; Master Workman bars, 74c lb.; Payroll, 70c lb.; King George navy bars, 70c lb.; Master Mason bars, 74c lb.; Master Mason cut, 80c lb.; My Pal cut, 98c lb. Gipsy gum has been advanced 5c per box, and is now quoted at 50c. Lenox soap is again being quoted, the price being \$4.80 in single boxes and 10c less in five-box lots. Rose Blossom soap has been advanced 60c per gross, and is now quoted at \$6. New Thistle haddies are being quoted to arrive in a few days at \$9 per case, or \$2.25 per dozen. Smith's 12-oz. raspberry jam has been advanced 25c per dozen to \$2.35. Bulldog ammonia has been advanced 15c per case, and is now selling at \$1.35. Omo washing powder is now quoted at \$3.85 per box, an increase of 15c. Handy ammonia has advanced 20c per case to \$1.55. Comfort lye has been advanced 50c to \$4.35 per case. Judd's naphtha washing powder is being quoted in new size cases of 100 packages at \$4.15, 48's formerly sold at \$1.92. Whipped Spearmint gum has been advanced to \$1.20 per box. A further readjustment has been made in the price of cotton clothes lines, and the following are the prices now being quoted: 30-foot, \$1.85 dozen; 40-foot, \$2.20; 48-foot, \$2.65; 50-foot, \$2.80; 60-foot, \$3.40; 72-foot, \$4; 80-foot, \$4.50; 100-foot, \$5.50.

Corn Syrups Hold When Starches Go Up

Toronto.

MOLASSES, SYRUPS.—There was a steady market for corn syrup during the week, although the firm position in all corn products is indicated by the advance

of ¼c per pound, which was made effective in cornstarch and starches during the week. Demand for corn syrup is somewhat light at this season of the year. Molasses is still in firm market. The Dominion Molasses Company are still out of the market on their "Domolco" brand, but have supplies of "Gingerbread" brand, which are being quoted at previous prices. The company states they have withdrawn prices on "Domolco" because of the temporary scarcity of supplies, due to the difficulty of obtaining tonnage to bring the goods from the estates where they are made. They anticipate by the end of July to be again in the market on this particular brand. There are still some spot stocks of "Dolmolco" in certain sizes obtainable. Molasses in bulk advanced 6c on fancy Barbadoes and 2c per gallon on West India by importers.

Corn Syrups—			
Barrels, per lb.	0 06½		
Cases, 2-lb. tins, 2 doz. in case	4 60		
Cases, 5-lb. tins, 1 doz. in case	4 95		
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.			
Cane Syrups—			
Barrels, first grade	0 06½		
Barrels and half barrels, second grade, lb.	0 06		
Cases, 2-lb. tins, 2 doz. in case	5 50		
Molasses—			
Fancy Barbadoes, gal.	0 78	0 82	
West India, ½ bbls., gal.	0 46	0 50	
West India, 10-gal. kegs.		0 60	
Tins, 2-lb., table grade, case 2 doz.		4 25	
Tins, 3-lb., table grade, case 2 doz.		5 65	
Tins, 2-lb., baking grade, case 2 doz.		3 00	

New Crop Asparagus, Pineapple And Spinach

Toronto.

CANNED GOODS.—Prices on new season's pack of asparagus, sliced pineapple, spinach and rhubarb have been announced by the Dominion Cannery. Prices at which asparagus will be quoted to the trade will in all probability be about \$2.75 per dozen; sliced pineapple, \$2.65 to \$2.70; spinach 2's at \$1.75; rhubarb, gallons, at \$4.25. Information from the canners' standpoint is that strawberries will be short pack. Packing of peas will be started in a few days and prospects up to quite recently were excellent for a good pack. A report from the Winona district on Monday of this week stated that the tomato plants had been hailed out in that district. This is one of the heaviest tomato producing sections, and augurs ill for the tomato pack if the damage proves as serious as at first intimated. Prices of canned goods held firm during the week.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—			
Alaska reds, 1-lb. talls	3 10	3 25	
Alaska pinks, 1-lb. talls	2 45	2 75	
Chums, 1-lb. talls	1 45	1 65	
Pinks, 1-lb. talls	1 75	1 90	
Cohoes, ½-lb. tins	1 45	1 60	
Cohoes, 1-lb. tins	2 55	2 90	
Springs, 1-lb. talls	2 50	2 85	
Lobsters, ½-lb., doz.	2 65	3 00	
Canned Vegetables—			
Beets, 3s	1 50	1 90	
Tomatoes, 2½s	2 35	2 50	
Tomatoes, 3s	2 45	2 50	

Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.		4 00
Pineapples, 2s, doz.	2 45	3 00
Pineapples, 1s, doz.		1 50

Prune Prices Named, But Shortly Withdrawn

Toronto.

DRIED FRUITS.—The interest in dried fruits during the week centred around the fact that the California Prune Association had announced prices on a basis of 6c per pound. On Friday of last week, however, prices on both apricots and prunes were withdrawn, and the trade was at a loss to understand the motive in the case of prunes. The action was interpreted in some authoritative quarters as action by the association for the purpose of holding buyers in check, with the object of feeling its way for future sales at an advanced price, if such could be obtained. Prunes this year promise the largest crop on record. The Raisin Association in California has authorized its representatives to book orders for 1917 crop. Soda dipped. Thompson raisins can be booked at the opening price to be named later. Unbleached Thompson seedless and Sultana raisins can also be booked at opening prices. Candied peels have been advanced to higher levels from the lower quotations.

Apples, evaporated, per lb.	0 14	0 14½
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 26	0 27
Orange		0 27
Citron		0 33
Currants—		
Filiatras, per lb.		0 22
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.		0 16
10-lb. boxes, 30-40s		0 16½
40-50s, per lb., 25's, faced.		0 15½
50-60s, per lb., 25's, faced.		0 15
70-80s, per lb., 25's, faced.		0 13¾
80-90s, per lb., 25's, unfaced.		0 12½
90-100s, per lb., 25's, faced.		0 10½
Peaches—		
Standard, 25-lb. box		0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes		0 15
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

Some Java Tea Has Reached Local Market

Toronto.

TEA.—Some 200 cases of the lower grades of Java teas were brought into the local market during the week which, from the standpoint of tea imports, is a little out of the beaten path for this market. Importers expect to use them for blending purposes, as they are thin,

watery teas in the lower grades. Broken Pekoes in this tea are being quoted from 38c to 40c per pound. Shipments of Indian and Ceylon teas are coming through in small quantities, although it is anticipated arrivals are not by any means sufficient to take care of the normal demand. One of the last shipments to come through by way of Great Britain, comprising 340 cases, reached the local market during the week. These were teas that were purchased and on the way before the embargo was made effective. Sales of tea have been somewhat quiet during the week.

Ceylons and Indias—	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55
Javas—		
Broken Pekoes	0 38	0 40

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Peace Reports Cause Buying Of Coffee

Toronto.

COFFEE, COCOA.—In the local market there was a quiet tone to the coffee market, but consumption keeps up well, due to the prevalence in large measure to cool weather. In the primary market in New York the despatch to the effect that the German Chancellor would give peace terms to the Reichstag caused some buying, and coffee was a trifle firmer in that market. There is very little bullish tendency noticeable in the market, however, the prospect of large crops is having a decided impetus toward the point where coffee may be bought and held as an investment by large dealers.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Coriander Coming; Prices May Be Lower

Toronto.

SPICES.—Local spice men assert that if stocks of coriander seed which are now on the way arrive safely on this side of the Atlantic they look for prices to be much lower than at present. One dealer stated it as his belief that present prices would be cut in two. However, there is considerable uncertainty about supplies getting here, as the gamut of the submarines must be run. These supplies come from Morocco in Northern Africa. Some local concerns advanced the price of black pepper 3c per pound, which made the range in this instance from 35c to 38c per pound. Cloves were also advanced in some quarters, the range being from 40c to 55c, in one instance at least by one of the large dealers. Cream of

tartar is in scarce market, and prices are firmly held.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's....	0 40	0 40
Do., 80's	0 45	0 50
Do., 64's	0 25	0 30
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Caraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure	0 60	
American high test	0 65	

Reports On Rice Crop Are Not Encouraging

Toronto.

RICE, TAPIOCA.—Reports from the Southern United States have been none too encouraging with respect to the coming rice crop in that district. Drouth in certain sections has made things uncertain, but there have been rains also in some districts, where sufficient rain has fallen to make the irrigation problem less critical. Tapioca showed a lower tendency in at least one quarter during the week when prices were again quoted down to 12½c, representing a decline of 1c. Sago is still being quoted at 13½c. Demand for these commodities is fair.

Texas, fancy, per 100 lbs.....	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs....	0 12	0 12
Siam, fancy, per 100 lbs.....	7 50	8 00
Siam, second, per 100 lbs.....	7 00	8 00
Japans, fancy, per 100 lbs.....	8 50	9 50
Japans, second, per 100 lbs.....	7 50	8 50
Chinese, per 100 lbs.....	7 75	8 00
Tapioca, per lb.	0 12½	0 15

Additional Stocks Of Walnut Halves In

Toronto.

NUTS.—Some two hundred cases of French walnut halves arrived during the week and others are reported on the way. These are purchases made before stocks in France reached their present low point. Dealers assert their belief that walnuts will be dearer. There is still a light demand for nuts, with the exception of the soda fountain trade. Peanuts were firmer during the week, the low quotation being moved up 1c. Shelled almonds were also quoted higher, the range being narrowed.

In the Shell—

Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 45	0 48
Walnuts, lb.	0 58	0 60
Walnuts, California	0 17	0 18
Peanuts, lb.	0 17	0 18

Cheaper Beans In Sight For August

Toronto.

BEANS.—When stocks of Rangoon beans, which are now on the way, reach

this market about August 1 it is expected there will be considerably easier prices from those now prevailing, as they have been bought at a price to sell about \$3 under present prices. Of course, much will depend on the prospects of the Canadian bean crop between now and that time. With continued wet weather the bean crop may be ruined, as beans will not do well with too much rain. Locally the bean market is quiet, as people are turning their attention to fresh vegetables. California black eyes are about cleaned out of the local market.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Canadian white kidney, bush....	9 50	10 50
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel		9 60
Japanese, per bush.		9 00
Limas, per pound	0 17	0 20

Cornstarch And Starches Advance

Toronto.

PACKAGE GOODS.—An advance of ¼c per pound was made in all lines of starches, with the exception of celluloid, enamel and casco potato flour. The increase has been due in large measure to the inability of the manufacturers to get supplies of corn. Corn has also been high in price, and there has been a good demand for corn products of all kinds. Package cereals of all kinds held in steady market, following the advance recorded last week. Rolled oats are in lighter demand with the coming of the summer season.

Cornflakes, per case	2 95	3 40
Rollled oats, round, family size, 20s		4 80
Rollled oats, round regular 2-lb. size, case		1 75
Rollled oats, square case, 20s....		5 00
Shredded wheat, case		4 00
Cornstarch, No. 1, lb. cartons....		0 11
No. 2, pound cartons		0 10
Starch, in 1-lb. cartons		0 11
Do., in 6-lb. tins		0 12¾
Do., in 6-lb. papers		0 09½

B.C. Red Spring Salmon Coming New

Toronto.

FISH.—Some supplies of British Columbia red spring salmon reached the local market during the past week, and is being quoted at 19c to 20c per pound. Restigouche salmon is slightly firmer in price, as stocks arriving have not been as heavy. Trout has been very scarce in the local market during the past week. Some fish dealers attribute the scarcity, at this time to the fact that there has been no closed season for this fish during the spawning season. Some are outspoken in their criticism of the Government for being lax in this respect. Supplies of whitefish have been fairly good. Mackerel have also been scarce in the local market during the week. A shipment of clams came in during the week, the first to reach this market for some time. They are being quoted at \$1 per hundred, and have been finding a ready market.

SMOKED FISH.

Haddies, per lb., new cured.....	0 11	0 12
Haddies, fillets, per lb.....	0 14	0 15
Kipperd herring, per box		1 50
Digby herring, bundle 5 boxes....	1 10	1 25

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks.....		2 60
Salt mackerel, kits 15 lbs.....		2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.....	0 16½	0 17
Halibut, frozen	0 16½	0 17
Salmon, Restigouche, lb.....	0 19	0 20
Do., B.C., red spring	0 19	0 20
Haddock, fancy, express, lb.....	0 07	0 08
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.....	0 09	0 10
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10
Winkles, per bag		1 75

FRESH LAKE FISH.

Herring, lb.	0 07½	0 08
Pike, lb.		0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibeas, fresh, lb.	0 09	0 10

Ontario New Potatoes Now Reaching Market

Toronto.

VEGETABLES.—Some of the first baskets of Ontario new potatoes to reach the market were placed on sale by wholesalers during the week, and were quoted at 75c per 11-quart basket. Southern new potatoes were down 50c per barrel, being quoted at \$7.50. At one time during the week they were as low as \$7 per barrel, but the big demand sent prices back up, an advance of 90c per barrel being recorded on importers' prices. Green string beans and golden wax beans were also lower by 25c per hamper. Cabbage was quoted down 50c per case. Canadian mushrooms are now reaching the market, being quoted at 75c per pound. Tomatoes are coming in larger quantities from the South, and prices were down, being quoted at \$1.75 to \$2.25 in four-basket carriers. Vegetables were in much better supply during the week.

Asparagus, Can. grass, 11-qt. bkt.	1 25	1 75
Beets, doz. bunches.....		0 30
Beans, green, string, hamper.....		3 00
Beans, golden wax, hamper.....		3 00
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cucumbers, Florida, hampers, 6 doz.		3 00
Cabbage, case		3 50
Canadian, case		3 50
Canadian, hamper		1 75
Carrots, new, doz. bunches.....		0 35
Celery, Florida, half case.....		3 00
Lettuce, leaf, doz. bunches.....		0 20
Canadian head lettuce, doz.....	0 50	1 00
Mushrooms, lb.		0 75
Onions—		
Texas, 50-lb. box		2 25
Green, per doz. bunches	0 20	0 25
Potatoes—		
New, barrel		7 50
New, Ontario, 11-qt. bkt.....		0 75
Peas, Canadian, 11-qt. bkt.....	0 65	0 75
Radishes, doz. bunches	0 15	0 20
Spinach, bushel hamper	0 40	0 50
Green peppers, doz.		1 00
Tomatoes, Miss., 4-bkt. carriers..	1 75	2 25
Parsley, basket		0 50
Watercress, basket	0 30	0 50
Turnips, new, basket	0 40	0 50

Heaviest Production Of Berries This Week

Toronto.

FRUIT.—The heaviest producing period for strawberries has been under way this week, and prices have been down, the range being from 11c to 13c per quart. Plentiful rains have swelled the berries to good size. The crop is not a heavy one. Cannors in certain districts report berries for their purposes are in light supply. Canteloupes are coming more plentiful and prices are lower, being quoted from \$4 to \$5.50 per case. Canadian cherries are quoted from \$1 per 11-quart basket for red sour ones and

\$1.75 to \$2 per 11-quart basket for black sweet. Pineapples were entirely absent from the market during the week. Some American red astrachan apples came in and were quoted at \$3.50 per case. These were the first of the season. Canadian gooseberries are quoted at 8c per quart in crates and 75c to 90c in 11-quart baskets. Fruit was in much better supply during the week.

Apples—

Boxes, American	3 50
Apricots, case	2 25

MANITOBA MARKETS

WINNIPEG, July 11. — One of the chief subjects of conversation among the trade is the low price at which prunes have opened. The basis is about ½c higher than opening price last year, but these prunes will come on the market to sell at a much lower figure than what prunes are bringing to-day. They should retail, 60-70 size, about 15c, whereas they are bringing 20c in Winnipeg stores to-day.

Retailers Buy Sugar Carefully

Winnipeg.

SUGAR.—There is a feeling among the trade here that the recent firmness in the sugar market needs to be treated with care. There are many people who think that this was the result of speculation, and that the market will quiet down again. Some jobbers have advised their customers to buy sugar only from hand to mouth.

New Prices On Cane Syrup

Winnipeg.

SYRUPS.—There is a tendency for molasses to go up, due to scarcity and increased cost, especially molasses in tins, as the tin situation is getting serious. Rogers Syrup is being quoted as follows:

24 by 2 lbs. tins, case	4 10
12 by 5 lb. tins, case	4 70
6 by 10 lbs. tins, case	4 40
3 by 20 lbs. tins, case	4 25
12 by 3 lb. quart sealers	3 40

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	4 73
5-lb. tins, 1 doz. case, per case.....	5 13
10-lb. tins, ½ doz. case, per case.....	4 86
20-lb. tins, ¼ doz. case, per case.....	4 87
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case.....	5 23
5-lb. tins, 1 doz. case, per case.....	5 63
10-lb. tins, ½ doz. case, per case.....	5 36
20-lb. tins, ¼ doz. case, per case.....	5 37

Barbadoes Molasses—

In half barrels, per gal.....	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

New Prune Prices Lower Than Expected

Winnipeg.

DRIED FRUITS.—Prunes.—A jobber says he does not look for any further advance of spot prunes in Winnipeg. New crop prunes have opened considerably lower than prices are to-day, as there is a big crop. These prunes, however, will not arrive here until October or November. There is considerable doubt as to what the prune market will do between

Bananas, yellow, bunch	3 00	4 00
Bananas, red, bunch	2 50	3 00
Cantaloupes, Cal., case	4 00	5 50
Cherries, Cal., box	3 00	3 25
Cherries, Can., basket	1 00	2 00
Oranges—		
Cal. late Valencias	4 00	5 00
Grapefruit, Cuban, case	5 00	5 50
Gooseberries, Can., qt.		0 08
Do., Can., 11-qt. bkt.	0 75	0 90
Lemons, Cal., case	6 00	6 50
Do., Verdillias, case	6 00	6 50
Peaches, Georgia, 6-bkt. carrier.	3 75	4 00
Plums, Clyman, box	2 50	3 00
Rhubarb, doz. bunches	0 20	0 30
Strawberries, quart	0 11	0 13
Watermelons, each	0 60	0 90

now and then. Reports from California indicate that it would take a clever man to foresee what is going to happen, as while there is a big crop in sight, growers are looking for every cent they can get, and in the minds of some it is a question whether prices on new goods will go higher or lower. Figs.—Jobbers in Winnipeg report that their stock of Portuguese figs in mats are almost cleaned up. These were selling at 7-7¼c per lb. California figs are not changed. Peels.—Prices on new peels will be considerably higher. Evaporated Apples.—Jobbers state that everything is cleaned up on evaporated apples, and that nothing is offering that they know of in the East. New shipments will not arrive until October.

Dried Fruits—

Apples, evap., 50-lb. boxes, lb..	0 14
Apples, 25-lb. boxes	0 14½
Apples, 3-lb. cartons, each....	0 46
Pears, choice, 25's	0 15

Apricots—

Choice, 10's	0 25
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Peaches—

Choice, 25-lb. boxes	0 12
Choice, 10-lb. boxes	0 13

Currants—

Fresh cleaned, half cases,	
Australian, lb.	0 19 0 22

Dates—

Hallowees, 68-lb. boxes.....	0 13
Fards, box, 12 lbs.....	2 05

Raisins, California—

16 oz. fancy, seeded	0 11½
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09½
12 oz. choice, seeded	0 08¾

Raisins, Muscatels—

3 crown, loose, 25's	0 09¼
3 crown, loose, 50's	0 09

Raisins, Cal. Valencias—

3 crown, loose, 25-lb. boxes.	0 10
3 crown, loose, 10-lb. boxes.	0 10½

Figs—

Cooking, in mats	0 07½
Mediterranean, 33-lb. mats....	0 08½

Prunes—

90 to 100, 25s	0 10½ 0 11½
40 to 50, 25s	0 10¾ 0 16¾

Peels—

Orange, lb., 7-lb. boxes.....	0 22½
Lemon, lb., 7-lb. boxes.....	0 21¾
Citron, lb., 7-lb. boxes	0 25

Tapioca And Sago Continue High

Winnipeg.

RICE AND TAPIOCA.—There has been very little change lately in the price to retailer on rice. Japan rices are bringing from 5¼c to 6¾c. Tapioca and sago continue high on the Winnipeg market, bringing 12c and 11c respectively.

Japan, No. 1, lb, 50-lb. sacks....	0 06¾
Japan, No. 2, lb.	0 05½
Siam, lb.	0 05¼
Patna, lb.	0 06½

(Continued on page 43.)

FLOUR AND CEREALS

Flour Market Quiet; Feeds Are Advancing

Montreal.

FLOUR AND FEEDS.—While the wheat market has been having its ups and downs lately, flour has been in dull market. There were hints of stronger tone this week, and business was reported better. Millers in a large way of business report inquiries, and look for a more active market in a few weeks. Should wheat take a firmer turn decidedly, activity may begin earlier. News from the North-West is good, but not to be regarded as a powerful factor yet. An unexpectedly good Government report in the United States suggests about 75 million bushels of wheat over last year's figures. This has kept the wheat market down as regards futures. A big demand, however, exists right now for Canadian cash wheat, and this market is firm accordingly. There may be advances again before long in flour, but much depends on wheat, and what may happen officially to this product on either side of the border on account of war conditions and food control. Winter wheat is in dull steady market, a brief passing activity having been experienced when biscuit manufacturers replenished low stocks last week. Feeds are firmer—phenomenally so when the season is considered. Local demand is strong, and U. S. demand is such that higher prices are offered over the border for bran than are asked in Canada. One firm is selling bran, shorts, and middlings at a dollar a ton higher than the prices quoted below, and the market may come up to the higher level. It is believed that the exceptional market for bran is due to the fact that farmers can secure more milk by feeding bran, and since milk is fetching high prices at the cheese factories there is an effort at more production over a wide district.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	12 50	12 70
Second patents	12 00	12 20
Strong bakers	11 80	12 00
Winter Wheat Flour—		
Fancy patents	13 75	14 00
90%, in wood	12 75	13 00
90%, in bags	6 00	6 15
Bran, per ton	33 00	35 00
Shorts	38 00	40 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel.....	0 85	0 86

Cereal Market Is

Firmer For Corn

Montreal.

CEREALS.—Corn is the most determined amongst the cereals at present,

and all cereal products based on corn are firm. Yellow cornmeal is getting much shorter in supply now, and the supplies available are being conserved until new crop is in sight. Hominy is firmer. Rolled oats are firmer. Pearl barley is easier. The warm weather has reduced demand for package cereals of the heavier food types, and the lighter breakfast food lines are more in demand. This is an ordinary seasonable condition of market.

Barley, pearl, 98 lbs.....	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 00	6 25
Cornmeal, yellow, 98 lbs.....	5 50	6 00
Graham flour, 98 lbs.	5 25	6 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 50
Oatmeal, standard, 98 lbs.....	5 25	5 50
Oatmeal, granulated, 98 lbs.....	5 25	5 50
Peas, Canadian, boiling, bush....	5 00
Split peas	11 00	11 25
Rolled oats, 90-lb. bags.....	4 50	4 75
Whole wheat flour, 98 lbs.....	6 00
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	6 25

The Flour Trade Is Picking Up

Toronto.

FLOUR.—From a number of sources the demand for flour is reported to be picking up considerably. There is good demand for flour from the United States, as it is stated mills there are running about only 50 per cent. capacity. Canadian millers are in an uncertain state of mind over the prospect of the future, as they are unable to see what turn affairs may take with the food controller at the helm. In the United States the wheat and milling interests are to be controlled by the Government, and this has made the possibility of control in Canada loom large on the horizon. Consequently mills are not quoting ahead for any period. Consumers apparently are in a more certain frame of mind with respect to prices at any rate, as they have evinced a desire to buy within the past week or ten days. Wheat prices for both cash and October option showed a firmer tendency during the week. Closing quotations at Winnipeg on Wednesday of last week for cash wheat were \$2.20 per bushel, and on Tuesday of the present week \$2.28. The October option was up about 10c, Wednesday of last week being quoted at \$1.86½, and on Tuesday of this week at \$1.96½. Reports on the Western grain crops continue to be favorable. Prices for Manitoba flour remained unchanged, but Ontario winter wheat flour was quoted down from 50c to 80c per barrel.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 40	\$12 60
Second patents	11 90	12 10
Strong bakers	11 70	11 90
Ontario Winter Wheat Flour—		

High patents	11.30- 11.80	11.50- 12.00
Second patents	10.90- 11.40	11.10- 11.60

Good Export Demand For Rolled Oats

Toronto

CEREALS.—Pot barley showed an easier tendency during the week and quotations were down 20c per bag in some quarters. Corn flour and hominy grits were all in firmer tone, and prices were advanced 25c per bag. Demand has been very good for all corn products, but millers state that it is almost impossible to get the corn, as there is very little being offered for sale. There is an excellent export demand for rolled oats and oatmeal, and prices were in firmer tone, some concerns having advanced 20c per bag. The range now is from \$4.45 to \$4.75, with quotations being made at \$4.60 and \$4.70.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 00	7 00
Buckwheat flour, 98 lbs.	6 50
Corn flour, 98 lbs.	6 00
Cornmeal, yellow, 98 lbs.	5 40
Farina, 98 lbs.	6 60	7 50
Graham flour, 98 lbs.	5 75	6 30
Hominy grits, 98 lbs.	6 00
Hominy, pearl, 98 lbs.	6 00
Oatmeal, 98 lbs.	5 10	6 25
Rolled oats, 90-lb. bags	4 45	4 75
Rolled wheat, 100-lb. bbls.	6 75	7 00
Whole wheat, 100-lb. bbls.	6 20	6 65
Wheatlets, 98 lbs.	6 60	7 25
Peas, yellow, split, 98 lbs.....	10 20	11 00
Blue peas, lb.	0 10	0 12

Above prices give the range of quotations to the retail trade.

Brand Demand Is Again Picking Up

Toronto.

MILLFEEDS.—Mills quite generally report a much better demand for bran during the week, and some were at a loss to understand why it should develop at the present time in the face of good grass pasture. There is a good demand from the United States for all mill feeds, as the mills there are reported to be running only about half capacity. Bran was quoted slightly higher in certain quarters. Shorts and middlings have been going into consumption well in Ontario and Eastern Canada.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$32-\$33	\$34-\$35
Shorts	38- 40	40- 42
Special middlings ..	42- 50	44- 52
Feed flour, per bag.	2.80-3.50

Feeds Are Firmer; Advance In The East

Winnipeg.

FLOUR AND CEREALS.—Early this week, first patents were still 12.00 per bbl., and domestic flour business was quiet. The most inquiries are coming from the United States. American buy-

ers are anxious to get hold of Canadian first patents, but millers at present have very little to offer, as a great many are working on Government orders. Flour stocks in country stores are small, and there is bound to be some buying this month. There is a tendency on the part of dealers to wait and see what the food controllership will do for prices. There is a rumor here that the American government will fix the price of wheat at \$1.75; Canadian farmers want more than that—\$2.00 or \$2.25. This is causing Western millers some anxiety, as if the price is fixed in the States at \$1.75, American millers will be able to come into Canada with a big advantage. The Board of Grain Supervisors for Canada have opened offices in the Union Trust Bldg. It is expected they will go to Washington this week. Rolled oats are still \$3.50 in 80's. The demand for bran and shorts has picked up, and prices advanced a dollar per ton in the East. Western prices are not affected yet, but they will be if the demand continues. Millers report a big sale of bran in Eastern States.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90
Cereals—	
Rolled oats, 80's	3 50
Rolled oats, pkgs., family size.	4 75
Cornmeal, 98's	5 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	27 00
Shorts, per ton	32 00
Mixed chop, ton	50 00

PRODUCE AND PROVISIONS

(Continued from page 46.)

Breakfast, select, lb.	0 33	0 36
Backs, regular		0 32
Backs, select, per lb.		0 34
Dry Salt Meats—		
Long clear bacon, light.	0 25	
Backs	0 26	
Barrelled Pork—		
Mess pork, bbl.	45 00	
Lard, Pure—		
Tierces	0 27	
20s	5 70	
Cases, 5s	16 72	
Cases, 3s	16 80	
Lard, Compound—		
Tierces	0 21½	
Tubs, 50s, net	10 78	
Pails, 20s, net	4 50	
Fresh Eggs—		
New laid	0 28	
Dairy	0 30	
Cheese—		
Ontario, large fresh	0 26	
Manitoba, large, fresh	0 24	
Butter—		
Fresh made creamery, No. 1		0 35
cartons		0 34
Fresh made creamery, No. 2.		

WEEKLY MARKET REPORT

(Continued from page 41.)

Tapioca, lb.	0 12
Sago, lb.	0 11

Limas Arriving

To Sell At 17c

Winnipeg.

DRIED VEGETABLES.—The situation as regards white beans is unchanged; high prices still prevail, and high prices can be expected until new crop arrives. There has been a distinct falling off in the price of Limas, amounting to about four cents per lb. in the primary market; these are expected to reach Winnipeg in about

two weeks, and will sell around 17c p.

White beans, bush.	7
California Lima Beans—	
80-lb. sacks	0 17
0 20	
Peas—	
Split peas, sack, 98 lbs.	7 50
9 50	
Whole green peas, bush.	5 50
Whole yellow, bushel	3 75

Less Japan Tea Exported This Year

Winnipeg.

TEA.—A local representative of a Japan house has been advised that the Japan Tea Association have issued the following figures, indicating how the export of tea from Yokohama and Kobe has fallen off this year. The shortage will be felt principally in the higher grade teas:

1917	1916	1915
239,000	4,200,000	4,500,000 lbs.

Almonds To Be High; Jumbos Cost 15-16c

Winnipeg.

NUTS.—Almonds in the primary market are going higher as a result of damage to crop in California. Brazils are the cheapest nuts on the market to-day, prices being equal to those of last year. The new nuts will come on the market at a cost to the retailer of about 16c. Peanuts are very high, Jumbos costing the retailer 15-16c, fancies around 13c. Filberts are practically off the market, and new goods to arrive will cost the retailer around 22c; there is a lack of tonnage for these goods, and brokers find it difficult to figure on new arrivals. There are lots of Naples filberts on the market.

Nuts—In Shells—

Almonds, Tarragano (soft shell, lb.	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 19
Filberts, genuine Sicily, lb.	0 18½
Peanuts—Virginia—	
Choice roasted, fresh, lb.	0 14¼
Fancy roasted, fresh, lb.	0 15½
Jumbo roasted, fresh, lb.	0 17
Walnuts, French Marbots, lb.	0 14½
Walnuts, Manchurian (Jap.), lb.	0 13½

NUTS—SHELLED.

Spanish Valencia Almonds—	
In 28-lb. boxes, lb.	0 41
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 48
Spanish Shelled Peanuts—	
No. 1 Spanish peanuts, lb.	0 14½

Decline In Coffee; Big Crop In Brazil

Winnipeg.

COFFEE.—There has been a marked decline in the market, but this will not be sufficient to affect quotation to retailer. The reason for the decline is that there is a lot of coffee to sell, and few places to sell it. The decline amounts to about 35c per cwt., and extends over a period of thirty days. A big crop is reported in Brazil, but transportation prices will probably keep the market where it is.

Marked Decline In Old Potatoes

Winnipeg.

FRUIT AND VEGETABLES.—A big slump has taken place in the price of old potatoes, which are now quoted at \$1.25 per bushel. The reason for this decline is that new potatoes are coming on the market, opening at \$2.80 per bushel. Old

potatoes will continue to decline, and are probably a dollar per bushel by this time. Cucumbers are off the market. Tomatoes are now coming from Tennessee, and are quoted at \$2.50 per case. Green peas are down to 15c per lb. Leaf lettuce is down to 15c per lb. California cabbage is 4c per lb. Hood River strawberries were selling at \$4 last week-end, but were not expected to last very long. Florida pineapples are off the market. Cherries are sold 20-lb. boxes at \$4.50. There is a decline in watermelon to \$8 per dozen. Canteloups are \$3 flats and \$6.50 standards. Plums and peaches are cheaper this week. Gooseberries are being sold at 15c per lb.

Asparagus, doz.	1 00
Beans, cream	3 50
Manitoba old potatoes, bush.	1 00
1 25	
Carrots, new, bag	5 00
Turnips, new, bag	4 75
Cabbage, Cal., lb.	0 04
Lettuce, leaf, doz.	0 15
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 15
Tomatoes, Tennessee, case.	2 50

Fruits—	
Oranges, Valencias	5 25
Lemons	6 00
Grape Fruit	6 00
Wine saps, box	2 50
3 00	
Strawberries, Hood Rivers, case	
24 pints	4 00
Bananas, lb.	0 06
Cherries, 25-lb. box	4 50
Watermelons, doz.	8 00
9 00	
Cantaloups, flats	3 00
Cantaloups, standard, 45 to case	6 50
Apricots, crate	2 50
Plums, crate	2 50
3 50	
Peaches, crate	2 00
2 50	
Gooseberries, lb.	0 15

Salmon Rather Scarce; Spring Chickens Expected

Winnipeg.

FISH AND POULTRY.—There is a plentiful supply of all kinds of fish, with the exception of salmon. Some houses are quoting 20c, others 21c. There is lots of halibut, and it is bringing 15c. The off season for lake trout is near at hand, when the price will no doubt be higher; this week the price is 15c. Poultry is beginning to move better, and there should be plenty of spring chickens on the market inside of a week.

Whitefish	0 12
Salmon, frozen	0 15
Salmon, fresh	0 20
0 21	
Halibut, fresh	0 15
Cod	0 12
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Pickrel	0 12
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails.	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½

Many grocers throughout Alberta province are unaware that it is illegal under the Alberta Liquor Act to sell extract of lemon as well as many other extracts used for baking purposes.

The British House of Commons Committee on the Finance Bill has brought in an amendment favoring the reduction of the duty on tea from a shilling to eightpence.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., July 10.—Wholesale trade generally since the beginning of July has so far been comparatively quiet. This is of course partly due to the fact that the strike of freight handlers on steamships has held up a lot of shipments. Consignments of Oriental rice received during the past few days has been of inferior quality. The spice market is tight, but prices are unchanged. The vegetable situation is easy. New potatoes have dropped to 2½ and 3 cents a pound. On old potatoes the prices are unaltered. The strawberry season has been disappointing. When the Vancouver island crop has been at its best the freight troubles mentioned above stopped shipments and fruit was dumped on the canneries; this may mean cheap jam later on and disappointed home preservers may gain in the long run. California peaches and plums for immediate dessert use have sold well but the strawberry fiasco will likely help sale of local stuff when it comes on the market for preserving.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 95
Flour, first patents, Manitoba, per per bbl. in car lots	12 30 12 80
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	140 00
Rice, Siam, No. 1	125 00
Do., Siam, No. 2	0 12½
Beans, Japanese, per lb.	0 16
Beans, B.C., white	90 00 100 00
Potatoes, per ton	0 27
Lard, pure, in 400-lb. tierces, lb.	0 44
Butter, fresh made creamery, lb.	0 41
Eggs, new-laid, in cartons, doz.	0 26½
Cheese, new, large, per lb.	

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., July 10.—Corn starch and laundry starches advanced ¼c; Blue Ribbon tea up 4c. Mostly all Canadian tobaccos show small advance; salt and cornmeal also costing more. Compound lard is down ½c. Mother's macaroni down 20c a case. Large Ontario cheese offering at 25c; extra fancy Barbadoes molasses is now quoted from 82c to 90c a gallon. Very few small white beans offering, but quotations remain the same. Lemons are sky high—\$9 a case. Tapioca, 11c; sago, 12c. Choice evaporated peaches are 14c to 15c. Prunes for fall delivery offered at—90-100's 10c, 70-80's 11¼c, 50-60's 12½c per pound.

CALGARY:

Peas, small white, Japan, lb.	0 12	0 15
Flour, No. 1 patents, 98s, per bbl.	12 00	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s		3 75

Rice, Siam, cwt.	5 65
Tapioca, lb.	0 11
Sago, lb.	0 12
Sugar, pure cane, granulated, cwt.	9 55
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case.	16 80
Eggs, new-laid, case	9 50 10 50
Tomatoes, 2½s, standard case.	4 50 4 80
Corn, 3s, standard case	3 70 4 00
Peas, 2s, standard case	2 95
Apples, gals., Ontario, case	2 55 2 80
Strawberries, 2s, Ontario, case.	5 25 5 60
Raspberries, 2s, Ontario, case.	5 40 5 85
Peaches, evaporated, lb.	0 14 0 15
Peaches, 2s, Ontario, case	4 40
Lemons, case	9 00
Salmon, pink, tall, case.	7 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., July 10.—The crop outlook in none too bright in this district at present as the grains are backward in many districts. Weather conditions for most part favorable. Trade in flour is good, which declined sharply but during the past week or two has again advanced and local quotations range from \$12 to \$12.40 per barrel. Macaroni is down 15c per case. Crowbrand soda advanced 25c to-day and Red Rose and Blue Ribbon teas are both quoted higher by 4c per pound and an increase in the price of Salada is expected. Starch advanced ¼c per pound. Many lines of canned fish such as herrings of this season's catch are now on the market, but it is not expected that finnan haddie will be in for ten days yet. Sago and tapioca advanced 2c per pound. Shelled walnuts are higher, also blueberries. Molasses is in firm market with a further advance expected. All lines of tobacco have advanced. Prince Albert tobacco 8's have become 9's at \$1.44. Salt shows marked advance 152's to barrel now being quoted at \$5.70. Fine in barrels is quoted at \$3.25.

REGINA—

Beans, small white Japan, bu.	7 15
Beans, Lima, per lb.	0 20
Flour, No. 1 patents, 98s, per bbl.	12 00 12 40
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	4 25
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13¼
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 24
Cheese, No. 1 Ontario, large.	0 24½
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case.	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 30
Pineapples, case	4 75 5 15
Tomatoes, 3s, standard case.	4 65
Corn, 2s, standard case.	3 75
Peas, 2s, standard case.	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case.	5 15
Raspberries, 2s, Ont., case.	5 45
Peaches, 2s, Ontario, case.	3 75
Salmon, finest sockeye, tall, case.	13 50
Salmon, pink, tall, case.	7 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., July 10.—While trade is now in the dull season business throughout the province is keeping up steadily with sales rather above the average. Several changes in flour during the week have left prices lower with Manitoba at \$13.40 and Ontario at \$12.60. Eggs are lower, new-laid being quoted 34c to 35c case 30c to 31c. Butter also off, dairy 32c to 34c and tub 30c to 32c. Oregon apples out, no apples on sale. Lemons advanced, Messina \$7. to \$7.50. California \$7.50. Oranges are higher at \$5. to \$5.75. Bermuda onions now replaced by Texas importations at \$3 to \$3.25. Florida tomatoes off market but shipments from Bermuda, first ever brought here, are selling at \$5. Cucumbers \$1.25 per dozen or \$6. to \$6.50 a bushel. Box laundry and corn starch both advanced a quarter of a cent. Canned oysters are also higher.

Flour, No. 1 patents, bbls., Man.	13 40
Ontario	12 60
Cornmeal, gran., bbls.	11 00
Cornmeal, ordinary, bags	3 65
Molasses, extra fancy, gal.	0 70
Rolled oats, bbl.	10 00
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 75 8 80
Rice, Siam, cwt.	7 50 8 00
Sago and tapioca, lb.	0 13½ 0 14
Sugar—	
Standard granulated	8 25 8 30
No. 1 yellow	7 75 7 80
Paris lumps	9 50 10 00
Cheese, N.B., twins	0 22½ 0 23
Eggs, new-laid	0 34 0 35
Eggs, case	0 30 0 31
Breakfast bacon	0 33 0 35
Butter, dairy, per lb.	0 32 0 34
Butter, tub	0 30 0 32
Lard, pure, lb.	0 29½ 0 29¾
Lard, compound	0 22¾
American clear pork	52 00 55 00
Beef, corned, ls	4 25
Tomatoes, 3s, standard, case.	4 70
Corn, 2s, standard case	3 80
Peas, 2s, standard case	2 80
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case.	5 00
Raspberries, 2s, Ont., case.	5 40
Peaches, 2s, Ontario, case.	4 30
Salmon, red spring, talls, case.	10 00 10 50
Salmon, pink, talls, case.	6 50 7 00
Salmon, Cohoes, case	9 50 9 75
Salmon, Chums	5 75 6 00
Sardines, domestic, case	6 00
Cream tartar	0 53 0 56
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12½
Raisins, fancy, lb.	0 12½
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14 0 14½
Candied peel, citron	0 35 0 37
Candied peel, orange and lemon.	0 28 0 30
Evaporated apples, lb.	0 12½ 0 13
Evaporated apricots, lb.	0 21
Pork and beans, case	4 00 5 50
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00 7 50
Lemons, Cal., box	7 50
Oranges, Cal., box	5 00 5 75
Grapefruit, per case	5 50 6 00
Potatoes, bbl.	5 50 6 00
Onions, Texas	3 00 3 25
Tomatoes, Bermuda	5 00
Cucumbers, doz.	1 25
Cucumbers, per bush.	6 00 6 59

PRODUCE AND PROVISIONS

Live Hogs Higher; Lard Shaded Down

Montreal.

PROVISIONS.—The June run of live hogs has been below expectations, and there is accordingly a firmer tone to the market. Live hogs at the opening of this week were quoted at \$17.25 to \$17.50 per 100 pounds, and dressed at \$23.75 to \$24 per hundred. The prospects were for firmer prices at time of writing. This tendency is, however, not noticed yet in the products. Lard has, as a matter of fact, declined in price by half a cent, but demand is low at present for lard, which would account for the slightly easier price. It is not to be expected that with hog prices going firmer, lard will remain long on the decline.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26½	
Tubs, 60 lbs.	0 26¾	
Pails	0 27	
Bricks, 1 lb., per lb.	28	
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	
Tubs, 50 lbs.	0 22¾	
Pails, 20 lbs., per lb.	0 23½	
Bricks, 1 lb., per lb.	0 23¾	

Poultry Markets

Well Supplied

Montreal.

POULTRY.—Conditions as regards the market for poultry in Montreal are little changed from those described last week. Receipts continue large; if anything larger this week than previously. Quality might be better, especially as regards broilers and ducklings. Storage poultry is in better demand. Some declines in the market for live poultry are attributable to the freer arrivals. Consumption of poultry continues good, the use of this form of flesh food being increased owing to the advantageous state of the market as compared with many meats.

Poultry—		
Old fowls	Dressed	Live
Chickens, milk-fed, crate,	0 20	0 20
fattened, lb.	0 30	0 20
Old roosters	0 20	0 15
Roasting chickens	0 25	
Young ducks	0 25	
Turkeys (old toms), lb.	0 32	0 25

Egg Market Again Steady: Not Weaker

Montreal.

EGGS.—The egg market is steady at the decline last recorded. In some districts eggs are being bought at 26c to 27c f.o.b., but there are other districts where as high as 28c (loss off) is being paid. Receipts of eggs in Montreal last week were only 4,977 cases, as compared with 10,207 for the previous week, and 23,694 for the corresponding period last year. The receipts for last week (ending July 7) are considered low, and dealers find it difficult to understand why they are so small. It was the general impression that far more eggs were arriving. Quite a number of cars of eggs from Winnipeg and the West are being bought around 27c at point of shipment. Some export inquiry has developed both for prompt and for fall shipment, but prices offered are not attractive enough to dealers, and so far little or no business has been transacted. Letters from England indicate that the probabilities are that the egg market in England will improve, as nearby fresh eggs are scarce, and England will have to look to Canada and the United States for further supplies. Practically all dealers are now having their eggs shipped by express during the warm weather. From reports heard, it is paying them, as the quality is very much better than if they were shipped freight.

Eggs—		
New laid, specials	0 40	
Selects	0 36	0 37
No. 1's	0 33	0 34
No. 2's	0 30	0 31

Cheese Market Quite Uneventful

Montreal.

CHEESE.—Business in cheese in the country has been considerable, but prices ruled largely by the Government standard have varied only over a small range, a fraction above the 21c. At St. Hyacinthe, cheese was bought for 21½c on July 7. This was higher by a quarter of a cent than in the week previous. Commission prices are 21¾c for No. 1 Western, and Eastern cheese half a cent lower for No. 2 cheese, and half a cent lower again for No. 3. Lower grades are worth 20¼c, according to the Commission. Receipts of cheese in Montreal for the week ending July 7 were 87,666 boxes. This is a decrease of 7,665 boxes as compared with the previous week, but an increase of 3,644 boxes over the corresponding period last year.

Cheese—		
Large (new), per lb.	0 23	0 23½
New twins, per lb.	0 23	0 23½

Triplets, per lb.	0 23½
Stilton, per lb.	0 25
Fancy, old cheese, per lb.	0 30

Butter Shows New Tone of Strength

Montreal.

BUTTER.—There is a new firm tone in butter, which has been selling higher in the country during the past ten days. At St. Hyacinthe 36c was paid for creamery butter. Prices to the retailer have advanced. The advance generally is attributed to a renewal of export demand, but it should be noted that the production period is at its best, and with good production there may be less strength than the development of export demand would lead observers to expect. Some dealers of considerable experience look for a slight swing back of the market to easier levels than are at present ruling. It would seem as if the market had risen a little higher than conditions absolutely warranted. But other views incline to more strength still. Receipts of butter up to July 7 for the week were 17,717 pkgs., an increase of 1,591 pkgs. over the previous week, but 779 pkgs. less than at the corresponding period last year.

Butter—		
Creamery prints (fresh made) ..	0 37	0 37½
Creamery solids (fresh made) ..	0 36½	0 37
Dairy prints, choice, lb.	0 33	0 35
Dairy, in tubs (choice)	0 30	0 32
Bakers	0 28	0 29

Honey Crop May Be Quite Normal

Montreal.

HONEY AND MAPLE.—There have been no changes in prices of honey and maple product to the retailer during the past week, and the market for these is featureless at present. It is believed from advices received from apiarists in the country that there may be a better crop than had been anticipated earlier in the season. There are good clover crops in many districts of Quebec, and the beekeepers have kept their swarms over the winter in good shape. Maple product is moving steadily without special feature. Some syrup is a good deal higher priced than the quotations below which are for average good qualities. As the supplies dwindle more firmness may be expected.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	
Clover, 5-10 lb. tins, per lb.	0 15½	
Clover, 60-lb. tins,	0 14½	
Comb, per section	0 18	0 19

Maple Product—		
Syrup, 13 lbs. Imp. meas.,		
per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Roast Hams And Shoulders Up 2c.

Toronto

PROVISIONS.—With warmer weather last week a better demand was started for boiled and roast hams and prices were higher in some quarters by 2c per pound. Demand on the whole is quiet for other provisions, there being a falling off for the present month as compared with last month. There has been considerable activity in long clear bacon during the week. Prices on live hogs were up 25c per hundred during the week, with a fair run coming. A shipment of some 500 hogs came through from Winnipeg during the week which is somewhat unusual as the hogs are generally all consumed there. The demand for compound and pure lard remained quiet during the week, which is to be expected during the next two months. This condition is general throughout the United States and Canada and is not peculiar to this section alone.

Hams—		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 25	0 28
Bacon—		
Plain	0 31	0 40½
Boneless, per lb.	0 39	0 40
Bacon—		
Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 26½	0 27½
Wiltshire (smoked), per lb. ...	0 28	0 31
Drv Salt Meats—		
Long clear bacon	0 26	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 38	0 42½
Hams, roast, per lb.	0 42	0 44½
Shoulders, roast, per lb.	0 37	0 41
Barrel Pork—		
Mess pork, 200 lbs.	47 00	48 00
Short cut backs, bbl., 200 lbs.	50 00	
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb. ...	0 26	0 26½
Compound tierces, 400 lbs., lb. ...	0 21¾	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	24 00	25 00
Live, off cars		17 00
Live, fed and watered	16 50	16 75
Live, f.o.b.		15 75

Export Demand Sends Butter Prices Upward

Toronto

BUTTER.—With the cutting off in supplies from Denmark for England an export demand was created during the week which sent the price of Canadian butter up 2c per pound. Cable orders from England were received during the week and prices immediately went upward. Production of butter is heavy in Ontario as conditions have been excellent for a heavy yield with abundant supplies of grass and comparatively cool weather. The export of butter from Canada last year amounted to about 190,000 packages and it is the opinion this amount can easily be spared without interfering with the home needs. The market is holding steady at the advance. Some commission men were inclined to doubt the validity for an increase in price at present in the face of excellent production and stated that the increase was not justified, being purely a specu-

lator's market. As to what will come out of the situation remains to be seen. If the Danish butter continues to be shut out of the English market there may be sufficient strength to hold the market up.

Creamery prints, fresh made	0 37	0 38
Creamery solids	0 36	0 37
Dairy prints, choice, lb.		0 37
Dairy prints, lb.		0 34

Eggs Up 1c Dozen:

Export Inquiry Cause

Toronto

EGGS.—A similar situation prevails in the egg market as that in butter. Inquiry by cable from England for eggs had a tendency to put firmness in the market. Furthermore the big production locally is over and people have been eating a lot of eggs as they are apparently finding them cheaper than meat even at the high prices prevailing. There are not many eggs being placed in storage now. Quality of the eggs so far this year is reported to be excellent. The export demand is coming earlier this year than usual as August is the month in which it is usual to send stocks abroad. Fresh eggs were quoted at 36c to 37c dozen ex-cartons and 38c to 39c in cartons.

Eggs—		
New laid, cartons	0 38	0 39
New laid, ex-cartons	0 36	0 37

Cheese Market

Holding Steady

Toronto

CHEESE.—There has been little of interest in the cheese market during the week due to the fact that the Government price remained unchanged and as long as this continues it will be the dominating factor in the price. Reports from Montreal are to the effect that the receipts of cheese from May 1 to June 30 were 181,674 boxes short of the production in the same period last year. In that period of the present year the production was 443,447 boxes as compared with 625,121 boxes last year. In an ordinary year this fact would have a very bullish effect on the market but with the price established things have been drifting along in the same even tone, unruffled by any possibility of a scarcity from shortage of production.

Cheese—		
New, large	0 22	0 23
Old large	0 30	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 24	0 25

Lot of Small Hens

Reaching Local Market

Toronto

POULTRY.—A lot of small hens under four pounds have been reaching the market during the week and the demand for this class of poultry is very light. There have been good supplies of spring chickens coming in also, but these also are light in weight and consequently are not considered good value. Demand for this class of food has fallen considerably this year, as people seem to be going more to other classes of meat.

Turkey gobblers are about all marketed apparently as very few are now coming in. Dealers are not anxious to get dressed poultry at all this time of year, some in fact are not quoting. With warm weather producers have not the proper facilities for chilling the poultry after they are killed and consequently lose in quality. Live hens, roosters and spring chickens were all easier in prices being paid by dealers.

Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 15	0 19
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 15	0 22
Do., dressed, 2 lbs. and over..	0 20	0 30
Squabs, dozen		4 00

Prices are those paid at Toronto by commission men.

Comb Honey Sold

Lower to Clear Out

Toronto

HONEY, MAPLE SYRUP.—Comb honey was quoted down 10c per dozen during the week in some quarters in order to clear out existing stocks before new crop arrives. The range of quotations is now from \$2.30 to \$2.40 per dozen. No definite information has been received yet as to the condition of new-crop honey, but indications seem to point to fairly good yield with abundant supplies of white clover available for the producers. Honey in tins is in very light stock. The market for maple syrup continued quiet.

Honey—		
Clover, 5 and 10-lb. tins.	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 30	2 40
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

Butter Prices Down;

Dairy Arriving Freely

Winnipeg.

PRODUCE AND PROVISIONS.—With the run of hogs falling off, the market has advanced from 15c to 15½c. The packers here say that from now on we can look for a steady market with probably a slight advance. There were no changes in provision prices last week. **EGGS.**—The market in this commodity is still very weak due to lack of demand from packers and also because of the poor quality of eggs caused by the hot weather. Prices range from 24c for straight receipts to 28c candled. The production will begin to fall off from now on and it is expected that a firmer market will prevail. **Dairy Butter.**—The make is now starting to come along freely; prices are not changed, however. Buyers are paying 27-28c for straight run dairy, moulds and culls out. **Creamery Butter.**—There is little change from last week, trade now paying 34 and 35c. **Cheese.**—Manitoba cheese is coming on the Winnipeg market pretty freely now. In some cases the quality is very good. Price to the trade is 24c.

Hams—		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34

(Continued on page 43.)

Your Customers May Have the Wrong Idea



about the cost of Homemade Preserves. The fact is, the sugar, needed for a quart jar of preserves, costs only 1½¢ more to-day than it did before the war.

Tell your customers so! Show them the money-saving economy of putting up an abundance of Berries and Fruits for next winter.

There's a good profit for you in Jars, Jelly Glasses, Rubber Rings and Fruit of all kinds. And an excellent profit in Lantic Sugar, when you sell it in 10, 20 and 100-Pound Sacks and 2 and 5-Pound Cartons. Original packages prevent waste—save wrapping paper and twine—and save the clerk's time in weighing and wrapping.

ATLANTIC SUGAR REFINERIES, LIMITED

Power Building, Montreal

Mutual Purchasing Company, Limited

Purchasing Agents and Importers

Groceries and Green Fruits

Buying Agents for the Undermentioned

Wholesale Grocery and Fruit Houses

WHOLESALE GROCERY HOUSES

Alexander Grocery Co., Ltd.....Camrose, Alta.
 Brandon Grocery Co., Ltd.....Brandon, Man.
 Camrose Grocery Co., Ltd.....Camrose, Alta.
 Crown Grocery Co., Ltd.....North Battleford, Sask.
 MacLean Grocery Co., Ltd.....Regina, Sask.
 Medicine Hat Grocery Co., Ltd..Medicine Hat, Alta.
 Moose Grocery Co., Ltd.Moose Jaw, Sask.
 Red Deer Grocery Co., Ltd.Red Deer, Alta.
 Simington Co., Ltd.Calgary, Alta.
 Swift Current Grocery Co., Ltd..Swift Current, Sask.
 Weyburn Grocery Co., Ltd.....Weyburn, Sask.
 Yorkton Grocery Co., Ltd.Yorkton, Sask.

WHOLESALE FRUIT HOUSES

Acme Fruit Co., Ltd.Calgary, Alta.
 Bright Emery Co., Ltd.Winnipeg, Man.
 Canadian Fruit Co., Ltd.Moose Jaw, Sask.
 Early Fruit Co., Ltd.....Saskatoon, Sask.
 Kerrobert Merc. Co., Ltd.....Kerrobert, Sask.
 Lethbridge Merc. Co., Ltd.....Lethbridge, Alta.
 Northern Fruit Co., Ltd.....Saskatoon, Sask.
 Pioneer Fruit Co., Ltd.....Brandon, Man.
 Portage Fruit Co., Ltd.Portage, Man.
 Prince Albert Fruit Co., Ltd.....Prince Albert, Sask.
 Rex Fruit Co., Ltd.....Moose Jaw, Sask.
 Rogers Fruit Co., Ltd.....Winnipeg, Man.
 Royal Fruit Co., Ltd.....Edmonton, Alta.
 Sterling Fruit Co., Ltd.....Winnipeg, Man.
 Stockton Mallinson Co., Ltd.....Regina, Sask.
 Walker Fruit Co., Ltd.....Weyburn, Sask.
 Lloyd Fruit Co., Ltd.....Regina, Sask.
 Mitchell Fruit Co., Ltd.....Calgary, Alta.
 Brown Fruit Co., Ltd.....Edmonton, Alta.

We Invite Correspondence from **Manufacturers and Shippers**

Mutual Purchasing Company, Limited 401 ROSS AVENUE
 WINNIPEG, MANITOBA

E. NICHOLSON, General Manager

If any advertisement interests you, tear it out now and place with letters to be answered.

MacLean's Magazine

FOR JULY

The Smugglers were Caught

THE true and complete story of a huge smuggling conspiracy which robbed the Canadian and United States Customs Departments of hundreds of thousands of dollars, and which was finally exposed by a Canadian Customs officer, is well told in the July MACLEAN'S. The parties concerned settled by handing over a huge check to the Canadian Government and not a word of the story has ever before been in print. The man who writes the article, J. D. Ronald, was personally concerned in the investigation, and he tells the whole case from first to last, merely changing the names of some of the central figures. This is one of the most striking special features that MACLEAN'S has ever had.

Confederation

the dominant theme of July MACLEAN'S

THE Jubilee of Confederation has led the Editor to make the July MACLEAN'S retrospective and interpretive of Confederation in the character of its main contents—this to meet the certain need and desire of the Canadian people. Note the fine provision of special Confederation article and features:

"THE MEETING OF MACDONALD AND BROWN."

By C. W. Jefferys, a frontispiece painted for MACLEAN'S.

"THE STORY OF CONFEDERATION."

By Thomas Bertram. A colorful narrative of the bringing about of the union of provinces.

"FIFTY YEARS OF BUSINESS EXPANSION."

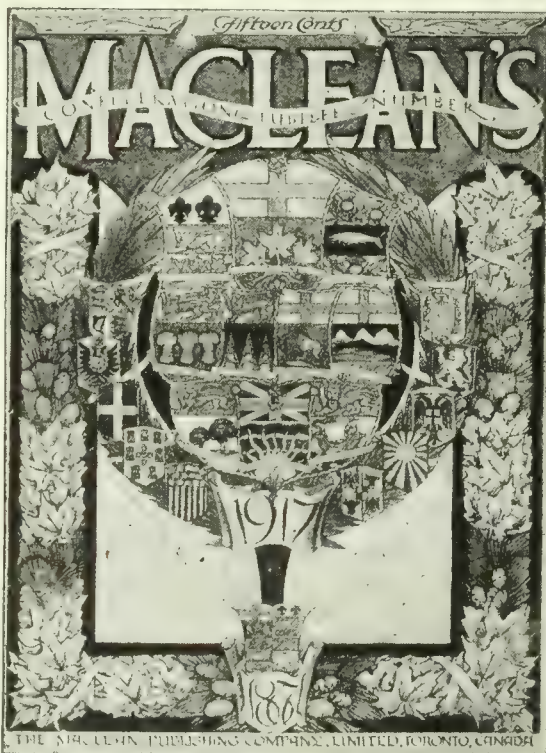
By W. A. Craick, covering all phases of business—banking, insurance, manufacturing, agriculture, transportation, etc.

"THE BUILDING OF THE C.P.R."

By C. H. Mackintosh, former Lieutenant-Governor of the North West Territories, and an ex-editor of the Ottawa Citizen.

"CONFEDERATION AND AFTERWARDS."

By Agnes C. Laut. An article on Confederation and the taking over of the North West Territories from the Hudson Bay Company.



Look for this symbolic cover design in three colors at book stores and news-stands. It is a fine bit of work, and worth preserving.

"SOME CANADIAN CONTRASTS."

By Frank Yeigh. A sketchy article showing some of the most picturesque ways in which Canada has advanced during the last fifteen years.

"THE DRAFT."

By A. C. Allenson. A story of the part which Canadians took in the American Civil War.

MESSAGES ON CONFEDERATION

appear from the Premiers of many of the Provinces of Canada.

Billy Sunday Contributes:

"WHAT I THINK OF CANADA."

A brief article in the crisp, epigrammatic style of the famous evangelist, illustrated by some of his most recent photographs taken in action in New York.

The Fiction Features:

"THE GUN BRAND."

By James B. Hendryx. An interesting instalment of this exciting serial.

"THE OUTLAW BOAR."

By Clark E. Locke. A short story.

"PUTTING IT OVER."

By Hastings Webling. A golf story.

"THE CAPTAIN OF THE SUSAN DREW."

By Jack London. The first instalment of a two-part story—one of the last that London wrote.

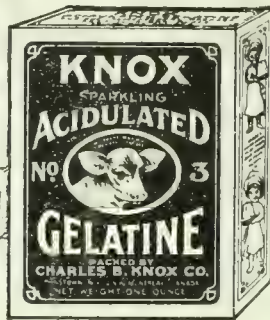
The Best Number of MACLEAN'S

THAT has ever been put out is this July issue. It will be bigger, the articles are stronger, the stories more entertaining, and the illustrations more varied. Stephen Leacock's "Sunshine in Mariposa" is continued in this issue; also the regular Departments, Records of Success, Review of Reviews, The Business Outlook, and Information for Investors.

**At All News-
Dealers
15c.**



SEND ME NUMBER ONE AND THREE
KNOX GELATINE AND I MUST HAVE
SUGAR AND FLAVORINGS TOO!



Knox Sparkling Gelatine

is *unflavored*, so when a woman buys it she also buys something to use with it and that means *extra profits* for YOU!

It will pay you to push the sale of *Knox Sparkling Gelatine*, because it pays you a splendid profit at the retail price of 20 cents per package, and it will also pay you to remember each time you sell it you have a chance to sell *other* articles *along with it*.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

BRANCH FACTORY: MONTREAL, CANADA

Sunset Soap Dyes

A Money-Making Proposition

A small amount invested in Sunset Soap Dyes will quickly show you the big possibilities in these popular priced, money-making package goods. No trouble to display—easy to sell. Customers try them, customers like them, and buy, buy again. These dyes are cleanly to use, and will not soil the hands nor stain utensils. Colors are brilliant and lasting. Following the simple directions insures successful results. Sunset Soap Dyes make trade and hold it. Prove it in your store.

For Prices and Trade Discounts write

Canadian Distributors: HAROLD F. RITCHIE & CO., LTD., Toronto, Ontario

Manufactured by Sunset Soap Dye Co., Inc., New Rochelle, N.Y.

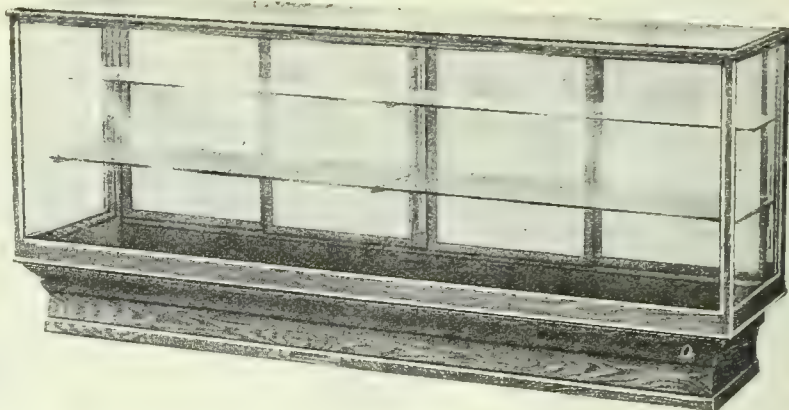
If any advertisement interests you, tear it out now and place with letters to be answered.

Handsome, reliable, inexpensive Show Cases for every grocer

Just as good and just as efficient as the higher-priced equipment.

These Show Cases were constructed to meet the popular demand for low-priced, reliable store equipment. Every Grocer should get acquainted with the unusual values we offer. Just postcard us and receive full particulars by return.

The Western Mfg. Co., Limited
REGINA, SASK.



Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

The quality and goodness of Furnivall's make folk want more jam more often until it becomes a regular part of the daily diet.

Nothing can touch Furnivall's for quick turnovers. Try it and be convinced.

FURNIVALL-NEW, Limited
Hamilton, Canada

Big Wash Board Values

Values that will attract the attention of every good housewife are very evident in our wash board lines. Stock them.

CANUCK (Glass). SUPERIOR
SOLID GLOBE and COMPETI-
TOR GLOBE in Metal or Zinc.
WASH-DAY SURPRISE and
ECONOMY in metal.

CANADIAN WOODENWARE CO.
Manufacturers of Washboards in Zinc, Glass and Metal
ST. THOMAS, ONTARIO

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate you stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

"Turn Waste Paper,
Cardboard, etc., into
money."

Write us to-day.

Climax Baler Co.
Hamilton, Ont.

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing 1/4, 1/2 or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

"I have entered a new world"

"**P**ERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read THE FINANCIAL POST, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world."

So spoke an ordinary man—perhaps an average man; a retailer. He was concerned for half a life-time with the things of his daily life, and felt small impulse to become acquainted with a wider, richer realm—the world that bankers, financiers and big business men live in. He did not see that the world of these men was also his world.

By chance, as it were, he became acquainted with

The Financial Post Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

The \$3.00 a year that it costs him to subscribe to THE POST counts for nothing; what does count is the growing bigness of this man—growth at \$3.00 a year!

NO matter what your age or business, THE FINANCIAL POST is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit \$3.00 to pay for my subscription on receipt of bill.

Name

Address

*There may be imitations of the bottle and label,
but there is only one H.P. Sauce*

It's the contents of the bottle that counts—that's the reason why the demand for H.P. is constantly increasing—there's nothing just like

H.P.

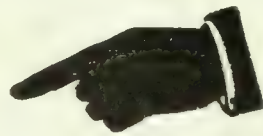
SAUCE

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



**Note the name and
the package.**

**You will stock this line
some time. Why not now?**

Manufactured by
THE B & L MFG., CO. Ltd. - SHERBROOKE.



**The Canadian Salt
Without a Fault**

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say: "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home, for years.

**Windsor
Table
Salt**
Made in Canada
THE CANADIAN SALT CO. LIMITED



**A customer pleaser
that pays to sell**

Wonderful Soap has won the confidence and esteem of housewives in every community because of its unusual goodness and non-injurious qualities. See that Wonderful Soap is always included in your wash-day displays.

How is your stock of "Crystal Soap Chips?"

Guelph Soap Company
GUELPH, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

No Advance Yet in the Price of *G. Washington's* REFINED Coffee

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee gives you a profit of 75c, and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20c per pound, you must sell 3½ pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee for home and for overseas use.

CANADIAN SALES AGENTS:

Mr. Edmund Littler, 169 William St., Montreal.
Mr. W. G. Kyle, 261 Stanley St., Winnipeg.
Mr. E. J. Roberts, 215 Tenth Ave. W., Calgary.
Mr. T. J. Johnson, 842 Cambie Street, Vancouver.
Mr. W. G. Varty, 29 Melinda Street, Toronto.

The best Orange Marmalade is

Wethey's

Are you selling it?



Are You Selling Barnes Grape Juice?

Don't let the hot weather weeks roll by without securing a good share of the demand for this popular Summer drink.

It's a profit-builder.

The
**Ontario Grape Growing
and Wine Mfg. Company**
ST. CATHARINES, ONTARIO

Use the JB. Combination Slicing Machine

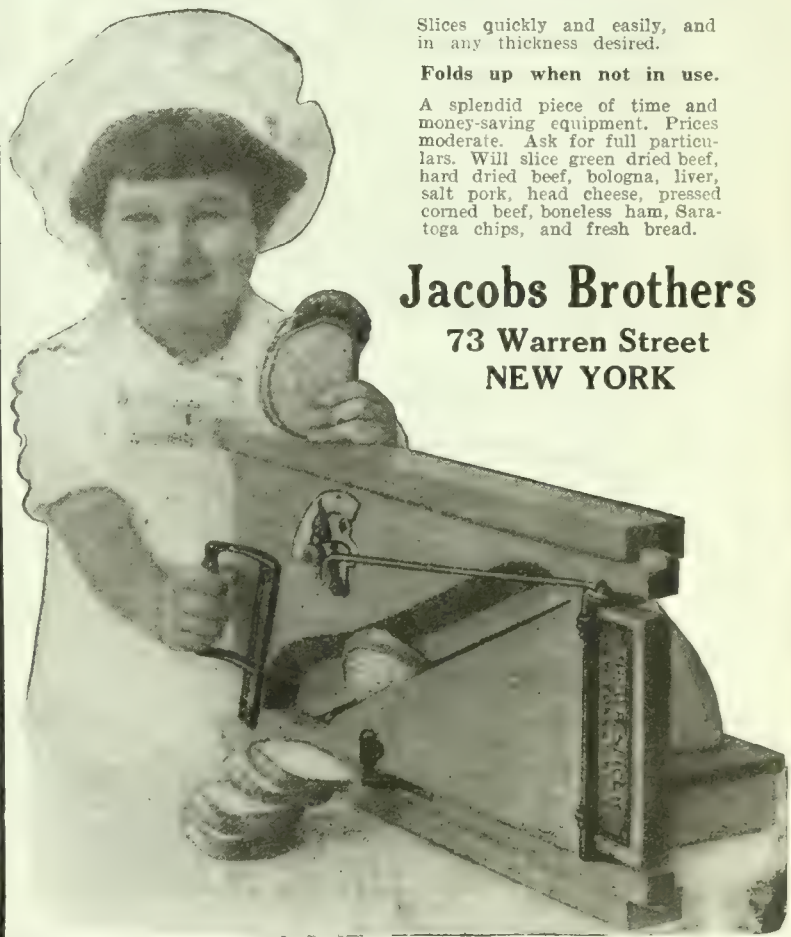
Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers

73 Warren Street
NEW YORK



If any advertisement interests you, tear it out now and place with letters to be answered.



KEEP Brunswick Brand IN FRONT

Don't hide your stock of these popular Sea Foods 'way on the back shelves. Keep them well displayed where the customers cannot fail to see them. Suggest them with every order, and don't hesitate to guarantee them — they are quality through and through.

If you are not yet aware of the unusual selling merits of these delicious sea foods you should begin now by ordering a trial supply from this list:

- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies
(Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams
- Scallops

YOUR WHOLESALE HAS THEM



Connors Bros., Limited

Black's Harbour, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

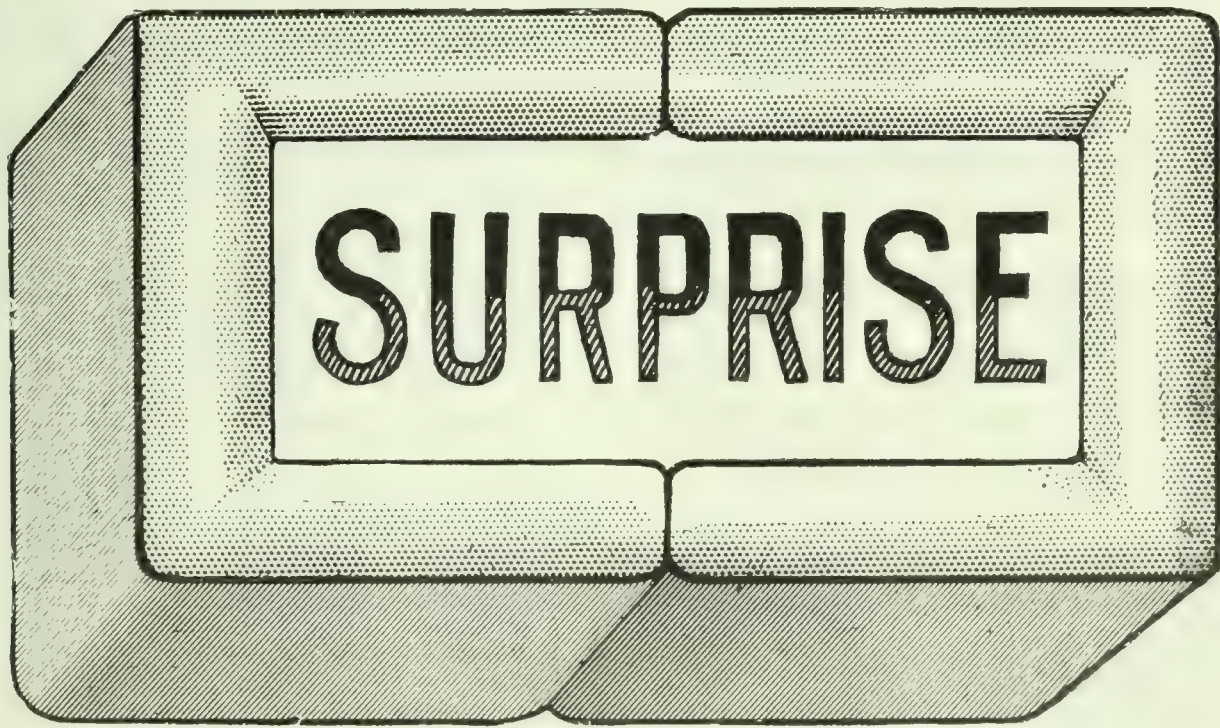
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz..	2.45
Perfection, ¼-lb. tins, doz....	1.35
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36

YOU are not in business for your health,
Mr. Grocer. You're in business for profit,
and your profit depends considerably on
the kind of goods you sell. Some kinds of
goods bring repeat orders. Other kinds
don't. Some kinds need continuous explana-
tion and occasional apologies. You have had
them. You know what we mean. It pays
to stick to articles of established reputation
and quality. Such a soap as



for instance, and other things that the public
have tried and found reliable.

The St. Croix Soap Manufacturing Co.

ST. STEPHEN, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

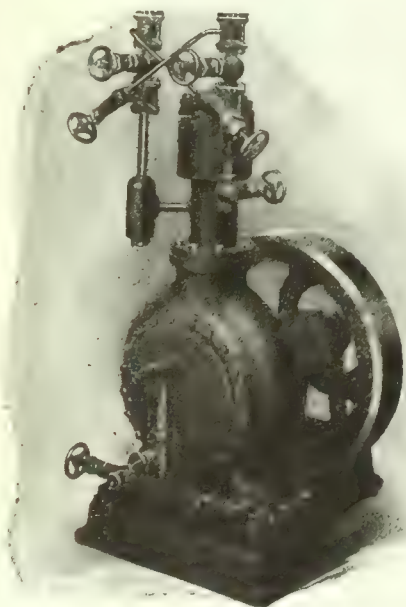
ROLLED BACON

Sugar Cured, Boneless,
nice fresh goods and
low in price.

*Let us have a sample
order from you.*

F. W. FEARMAN CO.
LIMITED
HAMILTON

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick-Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for
Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box..	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can ...	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can.....	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wgt. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz...	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s. *\$4.25.	
Compressed Corn Beef—½s. *\$2.90.	
1s. *\$4.25; 2s. \$9; 6s. \$34.75; 14s. *\$75.	
Lunch Ham—1s. *\$4.25; 2s. \$8.	
Ready Lunch Beef—1s. *\$4.25; 2s. \$9.	
English Brawn—2s. \$8.	
Boneless Pigs' Feet—1s. \$8.	
Roast Beef—½s. \$2.90; 1s. \$4.25; 2s. *\$9; 6s. \$34.75.	
Boiled Beef—1s. \$4.25; 2s. \$9; 6s. \$34.75.	
Jellied Veal—½s. \$2.90; 1s. \$4.25; 2s. \$9.	
Corned Beef Hash—½s. \$2.	
Beefsteak and Onions—½s. \$2.90; 1s. \$4.25; 2s. \$9.	

Prompt answering means pleased customers

Make your telephone a better source of profit and customer-satisfaction by making it a rule to answer all calls promptly and courteously.

Polite, prompt telephone service puts your customer in a receptive mood, where she is willing to receive and accept suggestions from you.

Your telephone will cover its own cost and pay for its rental many times over if you see to it that every call is answered promptly and politely.



Good service . . . our true intent.

The Bell Telephone Co. of Canada

We Insist

that the best food on the
market to-day is

RICE

Mount Royal Milling & Manufacturing Co.

D. W. ROSS CO., Agents, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

An Extra \$5 or \$10 Every Week

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

The MacLean Publishing Co.,
LIMITED
143-153 University Ave.
TORONTO - CANADA

Before you build your home

You will save many dollars, avoid many mistakes, and add vastly to the satisfactoriness of final results if you make yourself thoroughly familiar with the book—

Building a Home

By Desmond and Frohne

These two men are editors of the *Architectural Record*, the leading paper in its field on this continent. The book is full of sound sense, and is inspiring and educational. Many fine illustrations assist the text.

The price, post paid, is \$1.65 (\$1.50 at our office). This price is as nothing in comparison with the value of the book to those planning to build.

The MacLean Publishing Co., Limited
143 University Avenue -:- Toronto, Ontario

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/4s, \$1.85; Chili Sauce, 1 1/4s, \$1.85; Plain Sauce, 1 1/4s, \$1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs. 8 00
Neptune 9 00
San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE
AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz. 1 25
Club Soda, Trayders, cs., 6 doz., pts., doz. 1 30
Club Soda, Trayders, cs., 6 doz. splits, doz. 1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 48
Princess Blend, 50 and 30-lb. tins, lb. 0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
Victoria, 5, 10, 25, 50-lb. tins lb. 0 32
Princess, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 75
D. S. F., 1/2-lb. 3 30
D. S. F., 1-lb. 6 25
F. D., 1/4-lb. 1 10
Per jar
Durham, 4-lb. jar, each. 1 10
Durham, 1-lb. jar, each. 0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen. 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND
CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05
List Price

SPICES

WHITE SWAN SPICES AND
CEREALS, TORONTO

	5c Round litho. dredge Per doz.	10c Oval litho. dredge Per doz.
SPICES.		
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		0 95
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window		0 95
front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window		0 95
front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c. pkgs., window		0 95
front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	3

CANADIAN Strawberries

are now in full swing. Season will be short. Get your supplies early.

California

Peaches, Plums and Cantaloupes.

New Potatoes

Market much lower.

Cabbage, Beans, Peas,
Tomatoes.

HUGH WALKER & SON
GUELPH, ONT.

Local Fruits and Vegetables

Strawberries
Gooseberries **Cherries**

Now arriving in the market daily. Also full supplies

Tomatoes, Cabbage, Beans, Peas,
Potatoes, Melons, Cantaloupes,
Peaches, Plums, Apricots.

*Largest Assortment and
Freshest Goods.*

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Main 6565 :: TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe

Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Keep Sterling Tomato Catsup in front

Every customer will appreciate the delicious goodness of this splendid Canadian-made Catsup.

A trial supply will sell so well that you won't want to be without it afterwards. Get a stock on display right now and swing better sales to your store.

T. A. Lytle Co., Ltd.
STERLING ROAD, TORONTO



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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

WANTED—NUMBER OF SIDE LINES —
Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

MANUFACTURERS' AGENTS IN REGINA,
calling on general merchants, bakers, butchers and restaurants throughout Saskatchewan, are open to represent manufacturer of a good staple line. We have storage facilities. References exchanged. Box 234, Canadian Grocer.

YOU MAY BE ABLE TO HANDLE ANOTHER
line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in CANADIAN GROCER, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

TWO GROCERY SALESMEN COVERING AL-
berta with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

BUSINESS WANTED

WANTED—GROCERY WITH RESIDENCE AT-
tached. Box 236, Canadian Grocer.

FOR SALE

GROCERY, CONFECTIONERY AND ICE
cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY
line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

Use this page — the page that is never overlooked — from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

POSITION WANTED

GROCER WITH 14 YEARS' EXPERIENCE IN
groceries and crockery desires position as manager or head clerk; married; good references. Box 237, Canadian Grocer.

MR. CLERK, YOU WANT TO BETTER
yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME
special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

HELP WANTED

YOU NEED THE KIND OF HELP THAT
is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH
good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES
which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

EVERY MERCHANT WHO SEEKS MAXIMUM
efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE
and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide



WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 362 Sunnyside Avenue,
TORONTO, CANADA

Try MANN & CO. for
FANCY POULTRY

Roasting Chickens, Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For
apples, green or dry; Cereals, Crackers, Bottles,
Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

We are now located in our new and
more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

SAY YOU SAW IT IN CANADIAN
GROCER

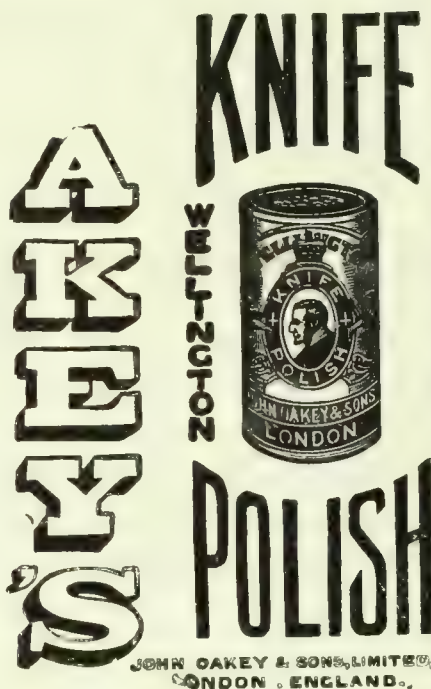


TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year



AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. F. Huxley & Co., 220
McDermid St., Winnipeg.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters
of Sausage Casings, Packers' and But-
chers' Supplies, Outfitters of Meat Mar-
kets. Pure Spices a Specialty. But-
chers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

LARGEST CANADIAN DEALER



30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - - ONTARIO

OPINION NO BETTER THAN INFORMATION

FORTUNES have been lost, and are
being lost, by men who have made
or make bad investments, because of
insufficient information, who take capri-
cious opinion—their own or others'—as
their guide in buying or selling.

"A man's opinions is no better than his
information."

Paste this in your hat, on your desk—
anywhere and everywhere as a good
working principle.

Then follow the lead of this saying by
having each week The Financial Post of
Canada.

There you will get informed opinion—by
many men trained to get at facts, to get
ample information, and to interpret their
knowledge lucidly.

In THE POST each week, you will find
authoritative and well informed opinion
—lots of it—grouped under these and
other heads—Steel, Milling, Transporta-
tion, Pulp and Paper, Light and Power,
Textiles.

You will find much else bearing on in-
vestments. THE POST will help you to
acquire the broad and balancing mind or
the well-informed banker or business-
man.

Issued every Saturday, \$3 per year. Sample copy
gladly sent on request.

THE FINANCIAL POST OF CANADA
143-153 University Avenue, Toronto.
Telephone Main 7324.

Pure Sugar Colouring

Permanently Brilliant in

Syrups
Vinegar

Mineral Waters
Spirit, etc., etc.

When ordering state purpose for which required.
Shipped in barrels, half barrels, kegs and cars.

MANUFACTURED BY

Dominion Caramel Company

21 WALNUT AVENUE

MONTREAL, QUE.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

In your Locality are many Dogs and Cage Birds

Your customers must have FOOD for them.
It is to your interest as well as that of your
customers and their pets, that you should
regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and
reliability. It will help you to keep old customers
and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
8 46

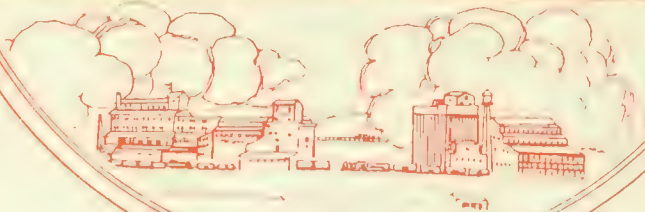
Ask Us For Wrapping Papers

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg



A Tale of Two Grocers

How it happened to Brown

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. It is sent on the 4 o'clock delivery.

5:00 P.M.—Customer 'phones for a cake of chocolate she had forgotten to order earlier. Delivered next morning at 8.

9:45 A.M. (Next Day) — Customer now 'phones for lard. Had started *baking* and ran short. Is promised immediate delivery.

11:00 A.M.—Brown called up (and down) by irate housewife still awaiting the lard. Has to send boy out with it.

* * *

Three separate deliveries that devour the profit. No goodwill.

And how Smith handled it

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. So Smith logically suggests possible need of vanilla, icing sugar, raisins and other *baking ingredients*.

Customer had *forgotten* she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably *more* than she had intended. Appreciative as well for Smith's helpful suggestions.

8 A.M. (Next Day)—Smith delivers complete order in ample time for the baking.

* * *

One single delivery. Profitable sale and goodwill.

WHEN a woman orders a bag of FIVE ROSES flour, she suggests to YOU the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest FIVE ROSES and every other single article that goes into the oven with flour?

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers - Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JULY 20th, 1917

No. 29



As a Morning Bracer,
They Have No Equal

*With warm weather approaching
no home should be without them.*

Over 203,000 Tins Sold Since Jan. 1st, 1917

ORDER A SUPPLY FROM YOUR WHOLESALE



"DOUBLE CREAM" Custard Powder is now featured extensively by the leading retail and wholesale grocers from Atlantic to Pacific.

(IT IS A GENUINE, GOOD ARTICLE IN A HANDSOME PACKAGE.)

Manufactured and Guaranteed by

THE HARRY HORNE CO., LIMITED, TORONTO, CAN.

Sole makers of "DOUBLE CREAM" products

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations,
Copy of report will be sent on request to anyone interested.



Helps You Sell Other Things

The demand for O-CEDAR POLISH is strong and steady all over Canada. Every woman knows O-Cedar Polish—hosts of women will use *only* it on their fine furniture.

Let these women know you carry it and you will be surprised at the many new customers

Window and Counter Displays and Floor Stands

We have specially prepared for your use a splendid Electric Sign for your window—an attractive Counter Display—and a handsome and convenient Floor Stand. Ask your jobber for particulars.

O-Cedar Polish

will bring into your store—and more than satisfied with the nice, steady profit at the end of each month—from a line that practically sells itself.

THE CHANNELL CHEMICAL COMPANY, LIMITED

369 Sorauren Avenue, Toronto

PROHIBITION **BY THE BRITISH GOVERNMENT**

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

You'll be working on a bed-rock foundation of proven results

when you begin featuring the
lines that please the hard-to-please
—Borden Milk Products.

Their unimpeachable purity and
unquestioned quality have won for
Borden Products an unexcelled
selling reputation that every
aggressive grocer should carefully
consider.

The "Purity that brings sales" is
worth investigating. Borden
Purity has won and retained the
confidence of three generations of
housewives.

Tell your wholesaler you need a
trial supply of Borden's. He'll ship
promptly.



Borden Milk Co., Limited
“Leaders of Quality”
MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

Satisfaction Guaranteed


OR

Return at Our Expense

We know quality

TEAS and COFFEES

and because we purchase *RIGHT* we are in a position to sell *RIGHT*.

 We guarantee every package of our goods to give satisfaction.

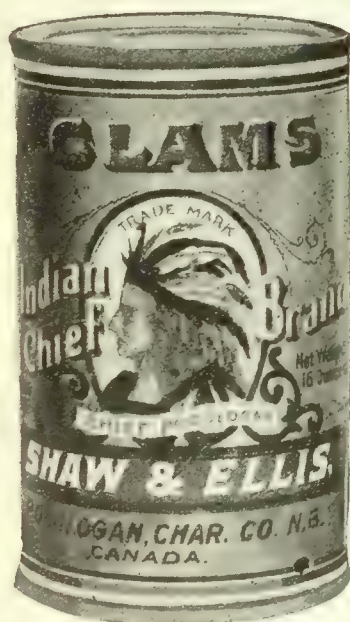
KEARNEY BROS., LIMITED

Wholesale

33 Peter Street St. TEA and COFFEE Montreal

INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

SHAW & ELLIS

Pocologan, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

DON'T FORGET

MR. GROCER

that for summer trade and for all seasons

CLARK'S

have absolutely the finest assortment of PREPARED FOODS.

Soups (in all varieties).

Spaghetti with Tomato Sauce and Cheese.

Irish Stew, Beef Steak and Onions.



Corned Beef, Roast Beef.

Ox Tongues, Potted Meats.

Loaf Meats, Mince Meat.

PEANUT BUTTER

CLARK'S PORK AND BEANS

ETC., ETC.

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.



*The emblem of
highest quality*



Keep Royal Shield between you and customer disappointment

There is no surer way to secure the unstinted confidence of your customers than to sell them *Royal Shield Products*. Quality is the goal for which we have aimed—the quality that builds up the grocer's sales by bringing him a steady run of repeat orders. That we have succeeded may be judged from the fact that more and more dealers are stocking up with Royal Shield Lines and are finding them worth while.

You, as an aggressive grocer, appreciate what quick-selling quality means to your business. A trial order of Royal Shield Products will give you this quick-selling quality, putting added snap into your daily selling.

Royal Shield Brand Tea, Coffee, Jelly Powder and Baking Powder are all leaders and dependable sellers.

All kinds of this season's pack of *Canned Fruits and Vegetables* now in stock.

Campbell Bros. & Wilson, Limited

WINNIPEG

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer.

Campbell, Wilson & Millar, Ltd.—Saskatoon.

Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers
HAMILTON, CANADA

Show her these two useful preserve jars

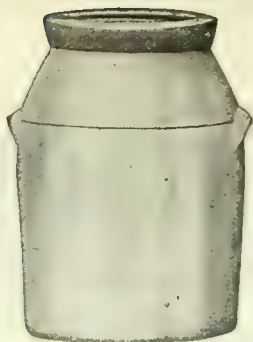
WITH the preserving season almost at hand the good housewife will soon be needing just such preserve jars as these.

A VERY little selling effort will convince you that these are worth while lines. There's a neat profit on every sale and sales are quick and easy.

Try them.

**The
Toronto Pottery
Co., Limited**

617-618 Dominion Bank Bldg.
King and Yonge Streets
TORONTO



Preserve Jars
(With Stone Covers)

¼ gal.\$1.50	per dozen
½ gal. 2.25	per dozen
1 gal. 3.00	per dozen
1½ gal. 4.00	per dozen
2 gal. 4.80	per dozen
3 gal. 7.00	per dozen
4 gal. 9.00	per dozen

Jar can be made air tight by sealing with wax.



Tall Butter Jars
With or Without Covers

¼ gal. (3 lb.)	} at 12c. per gal.
½ gal. (5 lb.)	
1 gal. (10 lb.)	
2 gal.	
3 gal.	
4 gal.	
5 gal.	
6 gal.	

Dark glazed inside. Light and Dark or All White outside.



PROFITS PLUS

Good-will is an asset which yields you its maximum dividends on the sale of every jar of

**BOWES
PEANUT
BUTTER**

Now is the time when its sales reach "the peak"—see to it that you do not lose any peanut butter sales through not having this well-known brand in stock.

Manufactured and Guaranteed by

The Bowes Company, Ltd.
TORONTO

Branches: Winnipeg, Man., and St. John, N.B.



McCASKEY "OPEN"
OPEN

YOU have a much neater, cleaner, more orderly and much more useful set of records than any bookkeeper could keep in the old-fashioned way, if you use the McCASKEY system, and it pays for itself in any business in the money it saves, to say nothing of the better business system it provides.

**McCASKEY SYSTEMS
Limited, Toronto**

Write for Booklet "A Credit Plan That Works."

You, too, should be getting the unusually good continuous sales our extensive advertising is bringing dealers handling this popular beverage that people can make in their own homes.

Hop Malt Beer Extract

makes the most deliciously flavored genuine lager beer. Conforms to Temperance Act. No license required to sell it. Your customers will want it. Agents wanted. Write

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

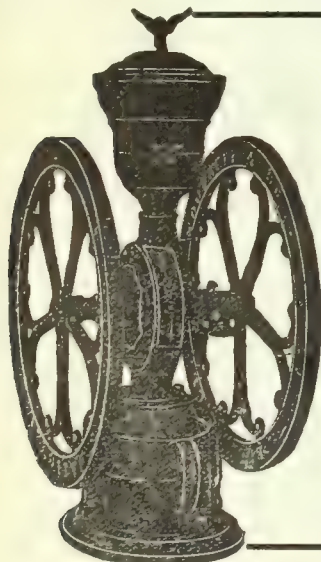
Show Our Wash Boards in a Corner of Your Store

They're neat, good-looking and serviceable—no better to be had. Note our lines:

CANUCK (Glass), SUPERIOR,
SOLID GLOBE and COMPETI-
TOR GLOBE in Metal or Zinc.
WASH-DAY SURPRISE and
ECONOMY in Metal.

CANADIAN WOODENWARE CO.

*Manufacturers of Washboards in Zinc, Glass and Metal
ST. THOMAS, ONTARIO*



Increase Your Coffee Profits

by using an

ELGIN NATIONAL COFFEE MILL

Steel-cuts coffee faster than any other mill of corresponding size. Adjustable while running to cut coffee to suit each patron's taste. Guaranteed to give you continual satisfactory service.

Ask Your Jobber for catalog No. 24 or write us direct.

WOODRUFF & EDWARDS CO.
ELGIN, ILLINOIS

**You
should
sell**

REGINA BAKING POWDER

It's a big favorite with every woman who has ever tried it. Put up in 16 oz. tins only. Retail at 50c per lb.

Keep a stock displayed and note the "repeats."



The Robert Gillespie Co.

WINNIPEG, MANITOBA, Agents for Canada

The New Breakfast Food



Dutch Tea Rusks

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.

WINNIPEG, MAN.

Agents for Canada

**Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.**



Mr. Merchant:



**Note the name and
the package.**

**You will stock this line
some time. Why not now?**

Manufactured by

THE B & L MFG., CO. Ltd.

SHERBROOKE.

Furnivall's
FINE
FRUIT
PURE JAM

The choicest pick of the fruit crops, pure Cane Sugar and scientific manufacturing methods have given Furnivall's the proud pre-eminence it now enjoys.

Draw your customers' attention to Furnivall quality. "Repeats" are certain.

FURNIVALL-NEW, Limited

Hamilton, Canada

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Mr. Manufacturer

*Are you represented
in Alberta?*

If not, now is the time to go after the business. Prospects are good for large farm returns this year, and with the steady flow of thrifty settlers coming all the time, business is sure to increase. I have first-class storage, and am in direct connection with a large number of City and Country Merchants.

I want to represent you.

Reference: Standard Bank, here.

T. M. HANLEY

Broker and Commission Merchant

10154 103rd Street, Edmonton, Alta.

The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in
THE FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.60 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price. Write in about it.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES: Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have several good accounts, but can give you results on yours.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Gallon Apples
Fancy and Choice
Seeded Raisins

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered

Commission Agent covering the ground between Cobalt and Cochrane and from Cochrane to Hearst, and also the Porcupine District, wants a few good lines on commission. Address A. L., P. B. 123, Timmins.

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

The HARRY HORNE CO.
Toronto, Can.

BROKERS AND IMPORTERS

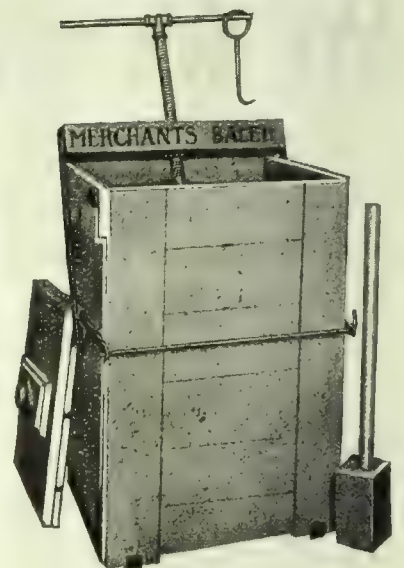
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.

We carry stocks in our own Warehouse (when necessary).

We employ a steady staff of salesmen. (Get in touch with us.)

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers

60 Front St. West, - Toronto

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE • ONTARIO

**OPEN FOR AGENCY FOR THE
CITY OF OTTAWA**

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

**Trade Papers are
Pioneers of Business
Expansion**

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

Kindly mention this paper when
writing to advertisers.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.

BEANS AND CORN A SPECIALTY
ALFRED T. TANGUAY & COMPANY

Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.

JOHN E. TURTON

55 St. Frs. Xavier St. - Montreal
Phone Main 2628

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of

All Kinds of Grains and Seeds

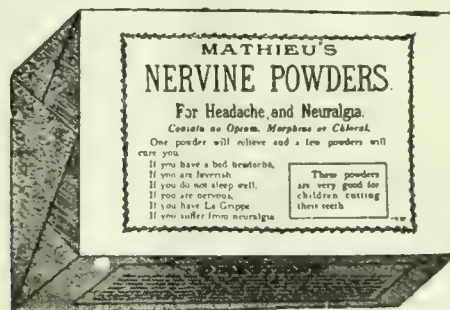
Denault Grain and Provision Co.
LIMITED

SHERBROOKE, P.Q.

One Inch Space
\$3.00 Per Issue
on Yearly Order.

MORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.



Worth featuring at any time—

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company
SHERBROOKE, QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA



Used by discriminating people who have become acquainted with its matchless flavor and aroma, Japan Tea, grown, cured and packed under the control of the Japan Tea Growers' Association, will always be found pure, free from dust, stems and broken leaves

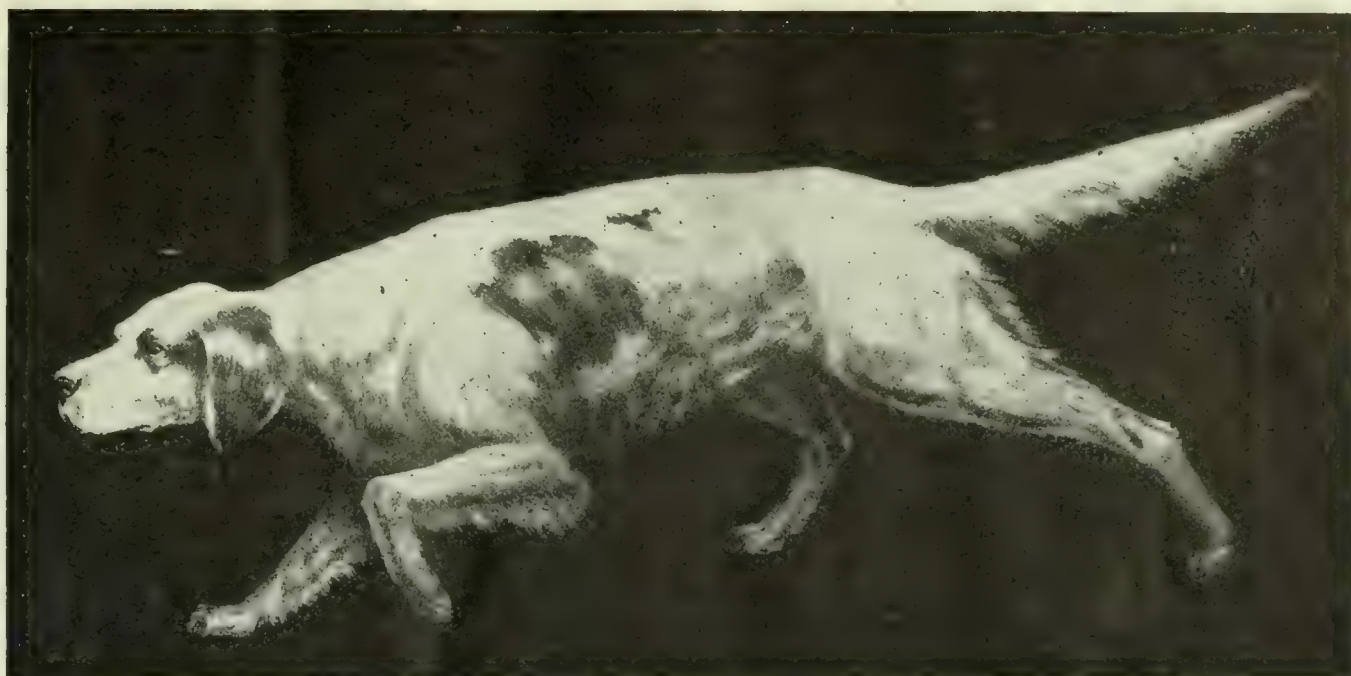
The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

DEALERS stocking Japan Tea find it measures up to the most exacting requirements of the most particular people.

By connecting your tea department with this superior product of Sunny Japan you will link up your sales with our extensive consumer advertising which is booming the tea sales of grocers in every community.

Why not begin now?



SELL PRESNAIL'S PATHFINDER CIGARS



The Seal of Quality

to contain only bitter Marmalade
Oranges and granulated sugar.

We do not use sweet oranges and
grape fruit.

Place Your Order Now.

Dominion Canners, Ltd.
HAMILTON - - CANADA

Buy Orange Marmalade Now

Marmalade oranges
are all imported—and
are hard to get.

We guarantee all
Aylmer Marmalade



Aylmer Orange Marmalade is
the full pail kind.

MacLean's for August



An illustration by
Ben Ward for
"Mam'selle But-
terfly" in August
MacLean's.

Is a Midsummer Number

AN August magazine will be read by most people when the languor of summer heat possesses them, when entertainment more than heavy stuff is most welcomed. Yet something worth while in the way of special articles is desired—this by the thoughtful few.

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

Frenzied Fiction for the Dog Days—(Done by the Dipperful.)
By Stephen Leacock.

The Human Side of Conscription. By H. F. Gadsby.

Winning the War in the Air. By Agnes C. Laut.

A Circus Story. By L. B. Yates.

Mam'selle Butterfly. By Arthur Beverly Baxter.

The Captain of the Susan Drew. By Jack London.

An Andy Doolin Yarn. By Hopkins Moorhouse.

A Detective Story. By Robert E. Pinkerton.

The Gun Brand. By Jas. B. Hendryx.

Women and Their Work—A New Department. Review of
Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the *Saturday Evening Post*.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

At All News-Dealers
15 cents

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

Confection-
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We
Specialize
in
Transparent
Glassine
Bags and
Envelopes
Made
the Only
Reliable
Way

Heavy Kraft Bags with
Centre Seam

We make Bags to line any
size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.



Feature Lively Polly Always

There is always a demand for this wonderful 5c cleaner. And the customer satisfaction it produces is a big asset in the building up of big business and good, sound profits.

Keep your stock displayed.

J. HARGREAVES AND SONS

LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg.
MONTREAL



Malcolm Brands are worth displaying all the time

The splendid purity and convenience of condensed and evaporated milk or coffee bearing *ST. GEORGE*, *PRINCESS* or *BANNER BRANDS* will win you the confidence of the most critical.

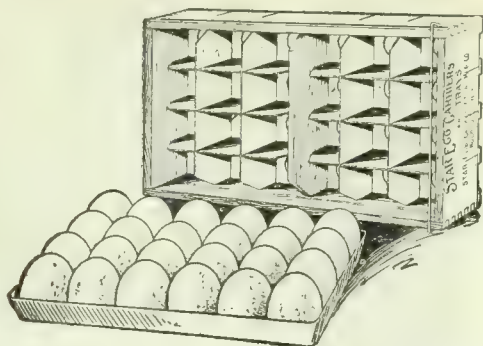
Try a display to-day of *the only all-Canadian Milk Products.*

5 case lots delivered to any point in Ontario, Quebec and the Maritime Provinces and freight paid up to 50c. per 100 pounds.

The Malcolm Condensing Company, Limited

"The Only Canadian Milk Company"

If any advertisement interests you, tear it out now and place with letters to be answered.



You Receive Quite a Number Two-Dozen Egg Orders

That's why we build *Star Egg Carriers* in the two-dozen as well as the one-dozen size. And it embodies the same protection, the same saving in time, trouble and cost.

Perhaps you have never added this size *Star Egg Carrier* to your equipment. If that's the case let us suggest that you order a supply from your jobber to-day.

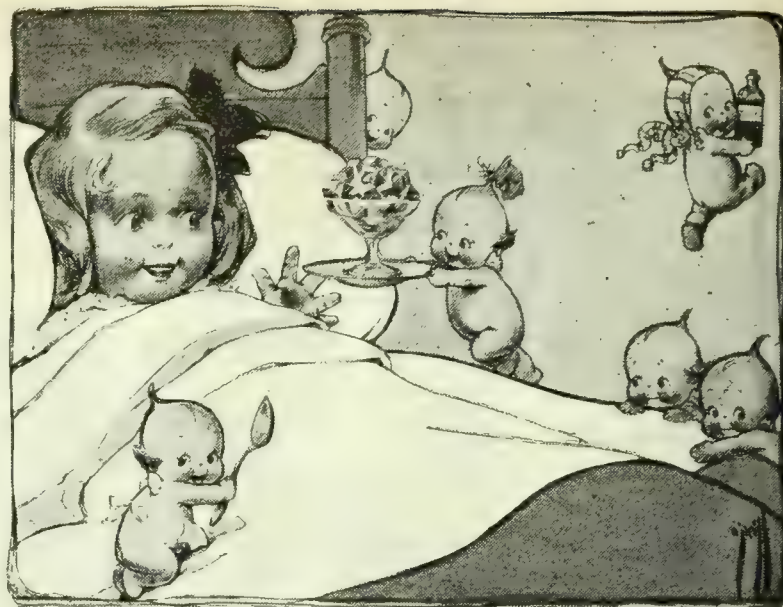
SAVE
TIME AND
MONEY



MAKE
EGGS PAY A
PROFIT

STAR EGG CARRIER & TRAY MFG. CO.

Jay Street, Rochester, N. Y.



Dorothy, who is just getting over the measles, has no more than said, "My Goodness! Why don't they bring me something good to eat?" when the wise Kewpies appear, one bearing a dish of delicious, sparkling Raspberry

JELL-O

another bringing a spoon, and one carrying from sight the hateful medicine Dorothy's happy face expresses her approval. These same little Kewpies must have done a great deal towards helping the grocer out during the last two or three years, for they have been scattering sunshine and good cheer broadcast throughout America—and cheerful and sunshiny people are the best kind of customers.

The Genesee Pure Food Company of Canada, Ltd.,
Bridgeburg, Ont.

A tightly sealed waxed paper bag, proof against moisture and air, encloses the *Jell-O* in each package.

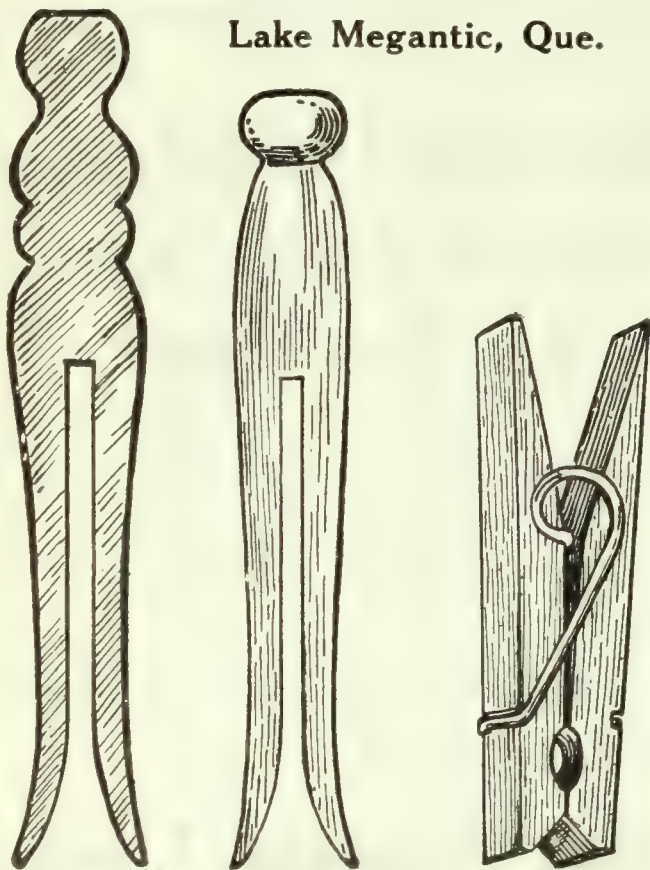
Made in Canada.



The Megantic Broom Mfg., Co., Ltd.

Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.



Write to us when in need of
Clothes Pins.

No Advance Yet in the Price of G. Washington's REFINED Coffee

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee gives you a profit of 75c, and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20c per pound, you must sell 3½ pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee for home and for overseas use.

CANADIAN SALES AGENTS:

Mr. Edmund Littler, 169 William St., Montreal.
Mr. W. G. Kyle, 261 Stanley St., Winnipeg.
Mr. E. J. Roberts, 215 Tenth Ave. W., Calgary.
Mr. T. J. Johnson, 842 Cambie Street, Vancouver.
Mr. W. G. Varty, 29 Melinda Street, Toronto.

If any advertisement interests you, tear it out now and place with letters to be answered.

Alleged Profits of The William Davies Company in 1916 on Bacon, as Indicated by Department of Labor to be Five Cents per Pound, Untrue:

Actual Profits Two-Thirds of a Cent Per Pound

THE statement issued by the Department of Labor concerning the business of The William Davies Company Limited has been given widespread circulation throughout the country and provoked public unrest.

Whatever the technical wording of the report was, the effect has been that the newspapers have published that "the profits on Bacon alone" of this Company "for 1916" were about "five millions of dollars." This interpretation of the official report is not surprising in view of certain statements that the Commissioner of the Cost of Living makes. The Commissioner is reported as saying that "There were two individual cases of profiteering in 1916 and that had these cases occurred since the passage of the cost of living Order-In-Council, he would consider it his duty to recommend that the facts be laid before the Attorney-General for consideration as to their criminality. The situation created by such erroneous and damaging statements is serious as emanating from a Government official, from whom one looks for not only accurate statements but correct conclusions.

The William Davies Company, being a private concern, has followed the practice of all private corporations, except when it made a bond issue in 1911, in that it has not published reports of its assets and liabilities or profit and loss. The present circumstance, however, in which a Government Official has led the public to false conclusions, makes it advisable for this Company, for both the public interest and its own interest, to publish particulars of its business as well as point out the error of the statement of the Government Official.

For the last fiscal year ending March 27th, 1917, The William Davies Company bought and killed 1,043,000 head of Live Stock (Cattle, Hogs and Sheep). This, plus purchases of outside Meats, produced 160,000,000 pounds of Meats. The Company handled 6,550,000 pounds of Butter and Cheese, 5,650,000 dozens of Eggs, and manufactured 26,500,000 tins of Canned Goods.

The net profits on these were .68 cents (or two-thirds of a cent) per pound on meats, 1.04 cents on Butter and Cheese, 1.04 cents per dozen on Eggs, and .47 cents (or slightly less than one-half a cent) per tin on Canned Goods. These profits include profits on all By-Products derived from these accounts.

During the year the Company served at its retail stores 7,500,000 customers, the average purchase of each customer was 35c, and the net profit upon each sale was 5-8 of 1 cent.

The turnover of the Company from all its operations for the last fiscal year ending March 27th, 1917, was \$40,000,000. The net percentage of profit upon this turnover, after deducting war tax, was 1.69 per cent., or including war tax 3.45 per cent.

The William Davies Company has assets of \$13,385,000, of which \$3,865,000 is tied up in fixed investments.

To provide the necessary facilities for the increased volume of business the Company expended \$750,000 in buildings and equipment during the year.

Companies of other character present no more reasonable statement of profit and loss based upon the investments made in the business.

The William Davies Company offered to the Imperial authorities, as well as to the War Office Service (which represents the Imperial authorities in Canada) to place the output of its Factory with respect to Bacon supplies, Canned Beef and Pork and Beans at the service of the authorities, on the basis of cost plus an agreed percentage. These offers were successively declined as the authorities evidently desired to purchase in the open market, and on this basis The William Davies Company has secured War Office business by open competition with the world.

Respecting the Report of the Commissioner on the Cost of Living:—

Last Winter the Commissioner, under authority of Order-in-Council, required packers to submit statements under oath for some years back and up to December 1st, 1916, of incoming stocks of Meats and the cost of such, as well as statements of outgoing product and the selling value. This Company represented in writing at the time that the information as specifically required was not in

Continued on next page.

accordance with Packing House Accounting methods, and invited the Commissioner to send an Officer to the Head Office of the Company to examine the books for any information desired, and to secure a viewpoint as to the best way of collecting data which would be of use to the Government. This offer was declined, and there was nothing to do but fill in the information required as literally as we could determine it. For example, there was no recognition of the fact that a raw product may enter a factory under a specific classification and leave the factory as a finished product under some other classification.

We submitted a series of accurate figures based upon our interpretation of the official requirements which made no provision for charges of any description other than incoming freight and unloading charges to be included in the cost or to be deducted from the selling price. There was nothing in the report which could be read so as to determine a profit and loss statement. The very fact that with only a statement based upon cost of raw products and value of sales in Great Britain a Government Official has deduced "Large margins," "Profiteering" and "Criminality" if it had occurred since the passage of a recent Act, shows too dangerous a trifling and incapacity to be permitted to deal with any important situation. The statements of this Company have been treated by the author of this report as if the outgoing product was identical with the incoming product, and from the series of reports he has singled out two items—the Bacon and Egg reports—and from them deducted an erroneous "margin" which the newspapers have interpreted as "profit." The author of the inquiry shows a strange lack of even a fundamental knowledge of simple bookkeeping and a dangerous inability to co-ordinate figures. The following are specific and outstanding errors in the report:

The principal item that is causing excitement deals with cold storage Bacon. The term "cold-storage" is not defined, and the public is allowed to make its own definitions. As all Bacon in a packing house is under refrigeration it is really all cold-storage, and therefore this Company's figures of cold-storage Bacon represent the complete quantity of Bacon handled in its entire Plant, whether in freezers or in process of cure for immediate shipment. That some Companies interpreted cold-storage product as "freezer" product only is evidenced by the smallness or entire lack of figures on the Bacon list for some Plants, indicating that many Firms did not submit statements of their complete stocks, as did this Company. An Official of this Company pointed out this cold-storage distinction to Mr. O'Connor and Miss McKenna in Ottawa a few weeks ago, and the failure to make the distinction after having had it pointed out evidences lack of desire for accuracy of the real information desired.

It is true The William Davies Company, in 1916, exported 97,791,000 pounds of Bacon, but we do not know how the margin of 5.05 cents per pound is arrived at by Mr. O'Connor, as there were no figures

to justify such a conclusion. The probabilities are that the margin is arrived at by taking the average cost per pound of incoming product from the average selling price per pound of outgoing product. This may be a rough way of estimating the gross margin when dealing with small figures, but when dealing with figures the size that Mr. O'Connor has to deal with, a very small fraction of a cent per pound of error makes a very important difference in the total, and one must be careful to make sure that the outgoing product is the same finished merchandise of the incoming product reported on.

Allowing it to pass, however, as a rough estimate, we wish to point out—(first)—the inquiry of the Commissioner allowed only for incoming freight and unloading charges, and made no provision whatsoever for operating charges of any kind, such as labor, curing materials, refrigeration, et cetera. Such actual charges on the 97,791,000 pounds exported were \$1,162,000—or 1.2 cents per pound. This amount covered all charges up to the point of placing the Bacon on cars f.o.b. packing-house. In addition to this was the actual cost to land and sell this 97,791,000 pounds in England after leaving the packing house, which involved charges of 2.9 cents per pound—or \$2,836,000. This 2.9 cents per pound included inland and ocean freight, landing charges, war and marine insurance, cables, and selling commission to agents. The ocean freight and war risk alone would make up 2.4 cents of the charge of 2.9 cents per pound. This 1.2 cents, plus 2.9 cents—a total of 4.1 cents—must be deducted from Mr. O'Connor's margin of 5.05 cents per pound, leaving a margin of .95 cents, or slightly less than a cent per pound, which still has to be reduced because of the error of premises and because of further factors which have to be considered to determine net profits.

It is quite evident some of the other packers did not show selling values in the country in which the goods were sold—a proceeding quite proper, as the forms submitted to be filled in were indefinite and ambiguous, thus permitting without charge of evasion a variety of interpretation as to the information required. It is thus possible that of all the figures submitted by the different packers that no two sets of costs and sales prices are determined at the same common point. It is this difference of interpretation of what was required that accounts for the difference of the alleged "margin" made by the different companies. Common conclusions, however, have been drawn by the author of the report from varying bases of premises.

The figures of the Egg business were submitted on the same basis as Bacon, and similar deductions must be made.

(Second)—The above margin is further reduced in that the author of this inquiry singled out the Bacon figures as an item in which the selling price shows an alleged improper advance over cost, but he did not give us credit for the statements of other products, of which figures were submitted, the selling prices of which were under cost. The reason of this was that through failure to inquire the Depart-

ment entirely overlooked the fact that product may come in as pork and, through the process of manufacture, go out as Bacon, or, in another instance, enter the factory as beef and go out in the form of canned meats; for example: much of the product which came in as pork, and which was entered on the pork sheet submitted to the Commissioner—about which he makes no mention—was cured and left the factory in the form of Bacon, and was, therefore, entered on the outgoing side of the Bacon sheet—the result is that the Bacon sales are increased by this amount over the incoming stocks of Bacon, and, likewise, the sheet showing sales of pork is reduced by the amount that went out in the form of Bacon. If the Department takes one set of figures that show favorable to the Company they

should take another set of figures that show unfavorable, as the principle in either case is the same, and failure to do so looks as if the author of the report was exercising more enthusiasm than sound judgment in his investigations.

(Third)—It is queried in the report, that “if the margin of 3.47 cents,” alleged to have been made in 1915, “was satisfactory, why was it necessary to show increased margin in 1916?” Assuming again for the moment the soundness of the premises in asking such a question based on an erroneous “margin,” it will be found that the increased margin is chiefly absorbed in increased ocean freight rates and war risk insurance in 1916, of which apparently the author of the report was in ignorance.

The Company does not challenge either the legal or moral right of the Government to investigate business enterprises when public interest directs such an investigation should be made. If an investigation of the packing and meat business is ordered, the Company will place at the disposal of the Government not only the data it would be required to supply under Order-in-Council directing that inquiry be made, but will place the experience of its officers at the disposal of the investigating committee, if it is considered they can render any service which will be of value. The Company has not now—nor at any time during the fifty years of its operation—anything to conceal in method or practice of carrying on its business. It does, however, claim the right to conduct its export business without abusive comment from Government civil servants—especially when the conclusions drawn from the data asked for are improper and false.

One of Canada's chief export industries is the packing business. It is essential to the live stock industry, and, along with other export industries, it maintains the financial stability of this country and should, providing it is on a sound basis, receive encouragement and not slanderous abuse. In view of the publicity given to the report of the Commissioner on the cost of living, the Company demands the same publicity in having an official Government investigation of this report to determine the truthfulness or untruthfulness of its conclusions. We do not seek public consideration as a company, but we do say that untruthful official statements, or statements the effect of which is to create an untruth, adversely affect the live stock industry of this country, which is so valuable and essential a wealth-producing power and, in the long run, are harmful to the very people that the state ment seeks to benefit.

If the passing out of existence of a corporation such as The William Davies Company, or if nationalization of packing houses would materially and permanently reduce food prices, then in view of the present world tragedy it ought to be consummated without delay. The fact of the matter is, however, that with millions of people in Europe turning from producers into consumers because of war, and the tremendous destruction of food products incident to war, there is no remedy for the high prices of food while such conditions last, except the remedy of thrift and increase of production.

Long before there was talk of a Food Controller in the United States or Canada The William Davies Company urged the Government at Ottawa, in writing, to appoint a Food Controller with full power to do what he saw fit, as we realized at that time the upward tendency in the price of food commodities unless checked by official effort. At the most a great deal cannot be done in reducing food prices while currency is inflated and until the scale of prices of all kinds of commodities declines also. What can be done can only be done by a Food Controller. We wish to point out that nothing at all can be accomplished unless the data secured are accurately and clearly made and the deductions therefrom sound. Only public harm arises from dangerous incompetency in the haphazard collection and careless use of important figures.

As far as The William Davies Company is concerned this terminates all public statements of the Company, and it will pay no more attention to speculative and haphazard statements made either by newspapers or civil servants. The only further statement that will be made will be at an official investigation.

E. C. FOX, General Manager

THE WILLIAM DAVIES COMPANY, LIMITED

Toronto, July 17th, 1917

REDUCE THE HIGH COST OF LIVING

And Take Advantage of These Bargains

HOLIDAY SEASON SPECIALS

50,000 PACKAGES

Pure Corn Starch

"BEST" BRAND and Best in purity.

One pound net,

48 packages per case, 9½c per pack.

10 cases freight paid in Quebec and Ontario, East and South of Sault Ste. Marie, North Bay and boat points.

NEW PACK LOBSTERS

1,000 Doz. ½ lb. flat,

8 doz. per case

"Dominion" Brand,

Finest quality

\$2.65 doz.

Net, Montreal

BAKED BEANS

1,000 Doz. 10-oz. tins,

Plain,

Quality Unsurpassed,

75c doz.

Net, Montreal

CALIFORNIA SEEDED RAISINS

1,000 Boxes, 36 x 16 oz. Packages,

CHOICE quality,

11c per pack

Net, Montreal

EVERYTHING WE SELL IS GUARANTEED AS TO QUALITY.

OUR SERVICE IS PERFECT

DON'T DELAY PLACING YOUR ORDERS.

L. CHAPUT, FILS & CIE, LIMITEE

WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 and 15 DeBresoles Street

MONTREAL

Established in 1842

$\frac{1}{2}$ of your customers

We know of a good many stores where they are not selling $\frac{1}{2}$ of their customers tea. They admit they have lost this trade by trying to push cheaper teas that showed larger gross profits.

Many of these merchants have been wide-awake enough to accept our travellers' advice and are recommending Red Rose instead of cheap tea and are gradually winning this trade back.

How many of your customers are you not selling tea to? Try them with Red Rose.

T. H. Estabrooks Company, Ltd.

St. John

Toronto

Winnipeg

Calgary



1917
Improved

Van Berkel Meat Slicer

*Increase Your Summer
Profits on Cooked
Meats*

We saved an average Toronto grocer 80c a day last month with a Van Berkel Meat Slicer (new model).

We'll do as good for you.
Write for catalog and prices. Easy terms.

The
Hobart Mfg. Co.
149 Church St.
TORONTO
Sole Agents for
Canada

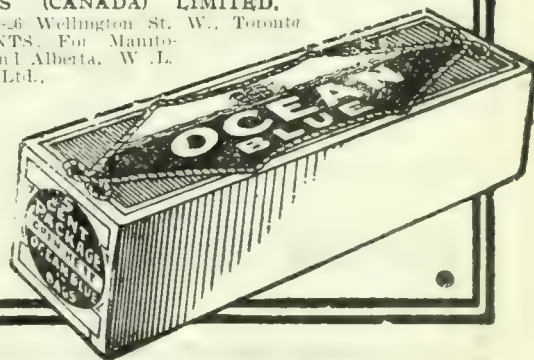
When customers ask for "Blue," or "Washing Blue," or "Laundry Blue" give

OCEAN BLUE

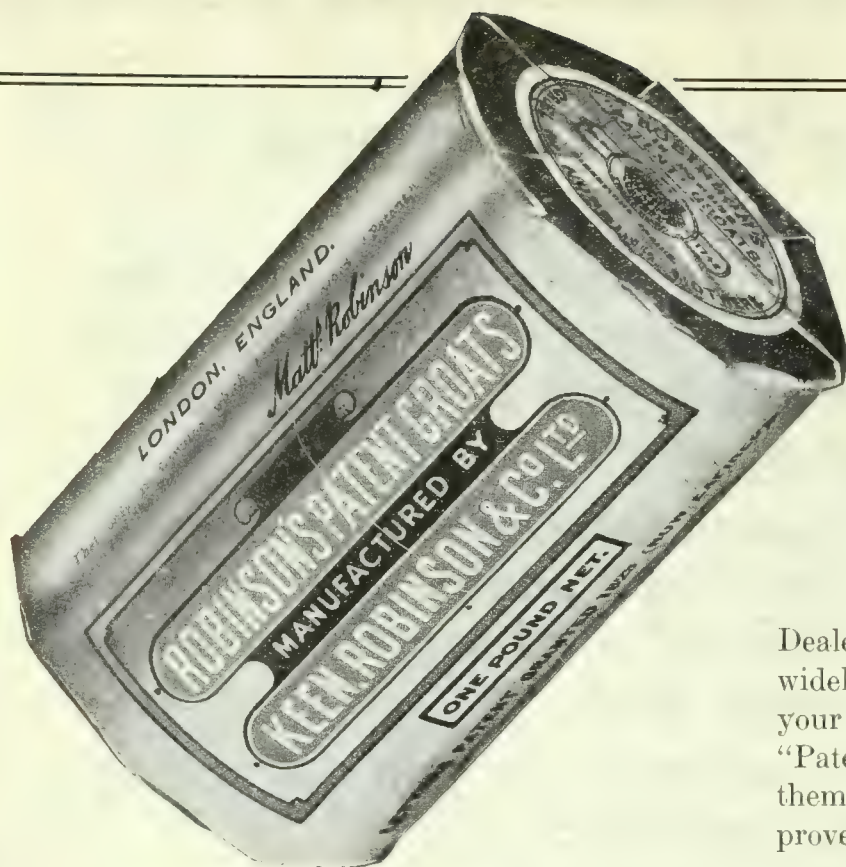
and you will be on the safe side. They cannot buy, and you cannot sell, a better.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 14-16 Wellington St. W., Toronto
WESTERN AGENTS. For Manitoba, Saskatchewan and Alberta, W. L. Mackenzie & Co., Ltd.,
Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, — Creeden & Avery, Rooms 5 and 6, Jones Block, 497 Hastings Street W., Vancouver, B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.



Popular Sellers in Every Community

ROBINSON'S "PATENT" GROATS and ROBINSON'S "PATENT" BARLEY

Dealers would do well to keep their stocks of these widely known cereals constantly displayed. Remind your customers daily that you sell Robinson's "Patent" Groats and "Patent" Barley. They know them. Everybody does. And their preference is proven by steady repeats.

MAGOR, SON and COMPANY, LIMITED
30 CHURCH ST., TORONTO - 191 ST. PAUL ST. W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA

Mutual Purchasing Company, Limited

Purchasing Agents and Importers

Groceries and Green Fruits

Buying Agents for the Undermentioned

Wholesale Grocery and Fruit Houses

WHOLESALE GROCERY HOUSES

Alexander Grocery Co., Ltd. Camrose, Alta.
Brandon Grocery Co., Ltd. Brandon, Man.
Camrose Grocery Co., Ltd. Camrose, Alta.
Crown Grocery Co., Ltd. North Battleford, Sask.
MacLean Grocery Co., Ltd. Regina, Sask.
Medicine Hat Grocery Co., Ltd. Medicine Hat, Alta.
Moose Grocery Co., Ltd. Moose Jaw, Sask.
Red Deer Grocery Co., Ltd. Red Deer, Alta.
Simington Co., Ltd. Calgary, Alta.
Swift Current Grocery Co., Ltd. Swift Current, Sask.
Weyburn Grocery Co., Ltd. Weyburn, Sask.
Yorkton Grocery Co., Ltd. Yorkton, Sask.

WHOLESALE FRUIT HOUSES

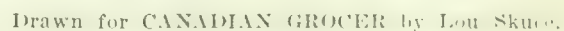
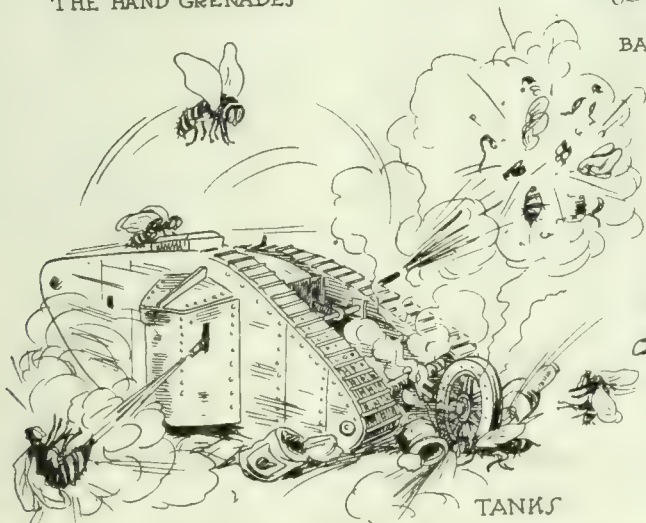
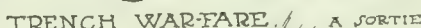
Acme Fruit Co., Ltd. Calgary, Alta.
Bright Emery Co., Ltd. Winnipeg, Man.
Canadian Fruit Co., Ltd. Moose Jaw, Sask.
Early Fruit Co., Ltd. Saskatoon, Sask.
Kerrobot Merc. Co., Ltd. Kerrobot, Sask.
Lethbridge Merc. Co., Ltd. Lethbridge, Alta.
Northern Fruit Co., Ltd. Saskatoon, Sask.
Pioneer Fruit Co., Ltd. Brandon, Man.
Portage Fruit Co., Ltd. Portage, Man.
Prince Albert Fruit Co., Ltd. Prince Albert, Sask.
Rex Fruit Co., Ltd. Moose Jaw, Sask.
Rogers Fruit Co., Ltd. Winnipeg, Man.
Royal Fruit Co., Ltd. Edmonton, Alta.
Sterling Fruit Co., Ltd. Winnipeg, Man.
Stockton Mallinson Co., Ltd. Regina, Sask.
Walker Fruit Co., Ltd. Weyburn, Sask.
Lloyd Fruit Co., Ltd. Regina, Sask.
Mitchell Fruit Co., Ltd. Calgary, Alta.
Brown Fruit Co., Ltd. Edmonton, Alta.

We Invite Correspondence from **Manufacturers and Shippers**

Mutual Purchasing Company, Limited 401 ROSS AVENUE
WINNIPEG, MANITOBA

E. NICHOLSON, General Manager

No. 29



Prospects for Preserving Fruits

Last Minute Reports From the Fruit Belt of Ontario Will Give the Grocer an Idea of What Fruits to Feature for Preserving Time—Authoritative Information That Should be of Value.

THE CANADIAN GROCER with the idea of getting a last minute and authoritative report of the fruit prospects for the coming year, in the fruit section of Ontario, has queried some of the growers and handlers of these fruits, some of the replies received appear herewith and will give the dealer a very fair estimate of what is to be expected in the way of canning fruits during the coming season.

It will be noted that raspberries and other early fruits show a very fair yield and may be expected to be plentiful.

Cherries in the sour varieties that are the best canners are also plentiful, there is somewhat of a shortage in the sweet cherries.

Plums will be comparatively light. The Winona section, the heart of the plum district shows a very low percentage, though some reports take a little more rosy viewpoint than others. The Vineland and Jordan sections show a fair crop. Peaches especially the early varieties promise to be a good crop. In several sections these varieties are re-

ported to be a full crop, while in others though less there is still a fair promise. The later canning varieties, while not as plentiful show a very fair crop especially in the St. John and Crawfords. The Elberta will apparently be about a half crop.

Pears do not present quite so satisfactory a promise. There is less than half a crop, and this is especially noticeable in the better canning varieties such as the Bartlett.

Grapes, promise a fair crop. It is early as yet to get accurate information, but probably the crop will be from 60 to 75 per cent. of the normal.

Tomatoes promised well, but in the Leamington section they have suffered greatly from the wet, but with the improving weather they will probably recover and a bumper crop may be expected.

In other lines of fruit, development has hardly gone far enough to give an accurate notion.

The reports from the various sections are as follows:

J. C. & M. C. SMITH, BURLINGTON, ONT.

Raspberries—Full crop.
Kitts—Half crop.
Red Currants—Half crop.
Black Currants—10 per cent.
Gooseberries—60 per cent.
Cherries—Montmorency, 75 per cent.; Blacks, Ox Heart, Morello, 100 per cent.
Plums—Abundance, 40 per cent.; Burbank, 60 per cent.; Bradshaw, 50 per cent.; Washington, 25 per cent.; Yellow Egg, 25 per cent.; Gage, 25 per cent.; Prune, 75 per cent.; Reine Claude, 50 per cent.; Lombard, 75 per cent.
Peaches—Early varieties, St. John, Crawford, Elberta, Smock.
Pears—Clapp, 25 per cent.; Duchess, 50 per cent.; Bosc, 50 per cent.; Sheldon, 50 per cent.; Sickel, 25 per cent.; Bartlett, 25 per cent.; Keiffer, 75 per cent.
Grapes—Champion, Moore's and Worden, Niagaras, Rogers, Concords.
Tomatoes—50 per cent.
General Vegetables—100 per cent.
Melons—25 per cent.
Apples—15 per cent.

E. J. WOLVERTON, WINONA, ONT.

Raspberries—Full crop.
Kitts—Full crop.
Red Currants—Full crop.
Black Currants—Full crop.
Gooseberries—Full crop.
Cherries—Montmorency, 75 per cent.; Blacks, 50 per cent.; Ox Heart, 50 per cent.; Morello, 100 per cent.
Plums—Abundance, 15 per cent.; Burbank, 15 per cent.; Bradshaw, 15 per cent.; Washington,

Retailers' Buying Chart

IT TELLS WHEN TO BUY NIAGARA TENDER FRUITS

Name of Fruit	Variety Name	Eating Qualities	Preserving Qualities	Sugar Content High and Low	Keeping Qualities	Date When Best
Cherries	Ox Heart	Excellent	Excellent	High	Fair	July 1 to last. Ripe a month.
Cherries	Montmorency	Fair	The preserving cherry	Medium	Good	Mid July.
	Black	Excellent	Excellent	High	Fair	Mid July.
	Morello	Fair	Excellent	Medium	Good	Late July
Raspberries	Cuthberth	Excellent	Excellent	High	Good	Late July
Blackberries	Thimble Berries	Fair	The Best	Medium	Fair	August
Plums	Abundance	Fair	Poor	Medium	Poor	Early August
	Burbank	Fair	Poor	Medium	Poor	Early August
	Washington	Good	Good	High	Fair	Mid August
	Egg	Good	Good	High	Fair	Mid August
	Lombard	Fair	Excellent	Medium	Good	Early September
	Niagara	Fair (best)	Excellent	Medium	Fair	Mid to late Aug.
	Reine Claude	Excellent	Excellent	High	Good	Mid to late Aug.
	Prunes	Good	Good	High (very)	Good	Sept. to 1st Oct.
Peaches	St. Johns	Excellent	Excellent	High	Good	Late August
	Crawfords	Excellent	Excellent	High	Good	Early September
	Elbertas	Fair	The Best	High	The Best	Late Sept., a week later than Early
	Smocks	Fair	The Best	High	Good	Crawfords.
	Champion	Poor	Nil	Low		End of August
	Moore's					
	Worden	Good	Fair	Medium	Fair	Early September
Grapes	Niagaras	Good	Jelly	High	Good	Early September
	Rogers	Excellent	Jelly	High (very)	Good	Mid Sept. to Oct.
	Concords	Excellent	" also wine and grape juice	High	Good	First Sept. to mid. Mid. Sept. to Oct.

15 per cent.; Yellow Egg, 15 per cent.; Gage, 15 per cent.; Prune, 15 per cent.; Reine Claude, 15 per cent.; Lombard, 15 per cent.

Peaches—Early varieties, 90 per cent.; St. John, 75 per cent.; Crawford, 60 per cent.; Elberta, 30 per cent.; Smock, 60 per cent.

Pears—Clapp, 50 per cent.; Duchess, 20 per cent.; Bosc, 20 per cent.; Sheldon, 15 per cent.; Sickel, 75 per cent.; Bartlett, 40 per cent.; Keiffer, 60 per cent.

Grapes—Still uncertain.

Tomatoes—Large acreage, plants backward; many injured by wet.

General Vegetables—Full crop.

Mellons—

Apples—10 per cent. of a crop.

C. W. F. CARPENTER, WINONA, ONT.

Raspberries—75 per cent. to 100 per cent.; quality good.

Kitts—75 per cent. to 100 per cent.; quality good.

Red Currants—75 per cent. to 100 per cent.; quality good.

Black Currants—75 per cent. to 100 per cent.; quality good.

Gooseberries—100 per cent.; quality good.

Cherries—Montmorency, 50 per cent. to 60 per cent.; blacks, 30 per cent. to 40 per cent.; ox heart, 30 per cent. to 40 per cent.; Morello, 60 per cent. to 75 per cent.

Plums—Abundance, 25 per cent. to 30 per cent.; Burbank, 50 per cent.; Bradshaw, 40 per cent.; Washington, 10 per cent. to 20 per cent.; Yellow Egg, 10 per cent.; Gage, 20 per cent. to 30 per cent.; Prune, 50 per cent. to 75 per cent.; Reine Claude, 10 per cent. to 20 per cent.; Lombard, 50 per cent.

Peaches—Early varieties, 75 per cent. to 80 per cent.; St. John, 40 per cent.; Crawford, 40 per cent.; Elberta, 50 per cent. to 60 per cent.; Smock, 75 per cent.

Pears—Clapp, 40 per cent.; Duchess, 30 per cent. to 40 per cent.; Bosc, 20 per cent.; Sheldon, 40 per cent.; Sickel, 30 per cent.; Bartlett, 30 per cent. to 40 per cent.; Keiffer, 75 per cent.

Grapes—Champion, 75 per cent.; Moores and Worden, 75 per cent.; Niagaras, 75 per cent.; Rogers, 75 per cent.; Concord, 75 per cent.

Tomatoes—40 per cent. to 50 per cent. Plants injured by rain.

General Vegetables—75 per cent.

Melons—75 per cent.

Apples—25 per cent. to 30 per cent.

WINONA FRUIT GROWERS, WINONA, ONT.

Raspberries—Promise a full crop.

Kitts—Promise a full crop.

Red Currants—Promise a full crop.

Black Currants—About 75 per cent. average crop.

Gooseberries—About 80 per cent. average crop.

Cherries—Early Richmonds, 60 per cent.; Montmorency, 60 per cent.; Morello, 70 per cent.; Blacks, 30 to 40 per cent.; White, 40 to 50 per cent.; average crop.

Plums—Abundance, 25 to 30 per cent.; Burbank, 25 to 30 per cent.; Washington, 10 to 20 per cent.; Yellow Egg, 10 per cent.; Gage, 20 to 30 per cent.; Reine Claude, 30 per cent.; Bradshaw, 25 to 30 per cent.; Gueii, 80 per cent.; Grand Duke, 30 per cent.; Lombard, 25 to 30 per cent.; average crop.

Peaches—Early varieties, 40 per cent.; St. John, 40 to 50 per cent.; Crawford, 40 to 50 per cent.; Alberta, 35 to 40 per cent.; average crop.

Pears—Early and late varieties, 30 to 35 per cent.; average crop.

Grapes—Promise less than average crop but too early to make anything like an approximate estimate.

Tomatoes—Very large acreage planted but yield likely to be light on account of weather conditions.

S. M. CULP & CO., BEAMSVILLE, ONT.

Raspberries—75 to 80 per cent.

Kitts—Full crop.

Red Currants—Full Crop

Black Currants—75 per cent.

Gooseberries—Full crop.

Cherries—Montmorency, 90 per cent.; Blacks, 25 per cent.; Ox Heart, 25 per cent.; Morello, 75 per cent.

Plums—Abundance, 25 per cent.; Burbank, 50 per cent.; Bradshaw, failure; Washington, not many; Yellow Egg, 25 per cent.; Prune, 50 per cent.; Reine Claude, 50 per cent.; Lombard, 40 per cent.

Peaches—Early varieties, crop; St. John, 75 per cent.; Crawford, crop; Elberta, 50 per cent.; Smock, crop.

Pears—Duchess, 50 per cent.; Bartlett, 60 per cent.; Keiffer, 50 per cent.

Grapes—Champion, good bloom; Moores and

Worden, good bloom; Niagaras, good bloom; Rogers, good bloom; Concord, good bloom.

Tomatoes—Cannot tell yet.

General Vegetables—Good crop.

Melons—Too early to say.

Apples—About 20 to 25 per cent of crop.

VINELAND FRUIT GROWERS' ASSOCIATION.

Raspberries—90 to 100 per cent.

Kitts—Full.

Red Currants—Full.

Black Currants—75 to 90 per cent.

Gooseberries—75 per cent.

Cherries—Montmorency, 60 per cent.; blacks, 25 per cent.; Ox Heart, 35 per cent.; Morello, 75 per cent.

Plums—Abundance, 20 per cent.; Burbank, 15 per cent.; Bradshaw, 75 per cent.; Washington, 50 per cent.; Yellow Egg, 75 per cent.; Gage, 60 per cent.; Prune, 90 per cent.; Reine Claude, 75 per cent.; Lombard, 75 per cent.

Peaches—Early varieties, 90 per cent.; St. John, 75 to 90 per cent.; Crawford, 75 per cent.; Elberta, 40 to 50 per cent.; Smock, 60 per cent.

Pears—Clapp, 50 per cent.; Duchess, 40 per

Satisfaction Unconditionally Guaranteed

If You Want Fruit for Preserving

READ OUR ADVERTISEMENTS BEFORE YOU BUY

We intend to sell a large quantity of Firm, Fresh Fruit for Preserving—Strawberries, Loganberries, Raspberries, Peaches, Apricots, Plums, Italian Prunes, Pears, etc., all at Cash and Carry Prices.

Lowest Prices for Fresh Firm Fruit and
Lowest Prices for Preserving Jars and
Lowest Prices for Granulated Sugar.

MASON JARS	ECONOMY JARS
Pints, per dozen . . . 75¢	Pints, per dozen . . . \$1.08
Quarts, per dozen . . . 88¢	Quarts, per dozen . . . \$1.23
½-galls., per doz., \$1.24	½-galls., per doz., \$1.73

Granulated Sugar, 20 lbs. **\$1.88**

E-Z SEAL JARS	GOLDEN STATE MASON JARS
Pints, per dozen . . . 98¢	Pints, per dozen . . . \$1.05
Quarts, per dozen . . . \$1.08	Quarts, per dozen . . . \$1.28
½-galls., per doz., \$1.20	½-galls., per doz., \$1.66

BUY GOOSEBERRIES FOR PRESERVING
in bulk, not in crates. You get much more for your money. Crates cost money, and they are of no use to you. 2 lbs. **19¢**

Golden State Mason Caps, per dozen **30¢**
Golden State Mason Rubber Rings, per dozen **15¢**
Mason Jar Rubber Rings, per dozen, 9c, 6c and **4¢**
Economy Tops, per dozen **25¢**

Buy Preserving Jars Now as Prices Will Soon Advance

The People's Groceteria

749-751 YATES STREET

Satisfaction Unconditionally Guaranteed

A good type of advertisement to stimulate preserving business.

cent.; Bosc, 25 per cent.; Sheldon, 25 per cent.; Sickel, 25 per cent.; Bartlett, 40 per cent.; Keiffer, 60 per cent.

Grapes—Champion, 75 to 90 per cent.; Moores and Worden, 75 to 90 per cent.; Niagaras, 90 per cent.; Rogers, 75 to 90 per cent.; Concord, 75 to 90 per cent.

Tomatoes—50 per cent.

General Vegetables—Too much rain. Plantings heavy.

Melons—65 per cent.

Apples—15 per cent.

J. PENGILLY, CLARKSON, ONT.

Raspberries—100 per cent.; quality good.

Kitts—30 per cent.; quality fair.

Red Currants—90 per cent.; quality good.

Black Currants—75 per cent.; quality good.

Gooseberries—75 per cent.; quality good.

Cherries—Montmorency, 80 per cent., excellent; Blacks, 40 per cent.; Morello, 90 per cent., good.

Plums—Abundance, 90 per cent., good; Burbank, 100 per cent., excellent; Yellow Egg, 50 per cent., fair; Gage, 5 per cent.

Pears—Duchess, 75 per cent., poor; Bartlett, 40 per cent., fair; Keiffer, 80 per cent., fair.

Tomatoes—Per cent. not known yet. Look excellent.

General Vegetables—First class, 100 per cent.

Melons—Outlook is poor so far.

Apples—Early, 75 per cent., fair; late, 10 per cent., fair.

ERIE CO-OPERATIVE CO., LEAMINGTON, ONT.

Replying to your letter of July 11th, we have to advise that there is very little fruit grown here, but this is a large vegetable district. The tomato acreage planted this season is equivalent to that of last year which you may call 100 per cent., but the crop it is expected at present to be very short. The first setting of fruit was spoiled by the rains and cold weather, and continual rains and cold weather, even up to the present, is holding back the ripening of this crop and spoiling the set of the later blossoms.

Our melon acreage is much larger than last year, but also on account of bad weather the crop bids fair to be very poor.

Same can be said of all other lines of vegetables.

Cherries, Montmorency, 100 per cent.

Continued unfavorable weather may still further reduce the above estimate.

Strawberry growers have done well in fact all the early small fruits are promising. Peaches will disappoint, plums are a complete failure in many orchards, though small blue varieties have set the best. Pears very light and apples almost a failure. Rather too early to give an accurate estimate of grapes as they have just passed the blossoming stage.

We regret that we are unable to give a more encouraging report, as this season above all others, we would be glad to have good crops at moderate prices.



U. S. GOVERNMENT TO CONTROL EXPORTS

President Wilson has issued his expected proclamation providing for absolute Governmental control of the exports of essential war-time commodities, and July 15 has been set as the date on which it will become effective. The "essentials" placed under restriction are widely varied and indicate drastic action to prevent the draining of America. In connection with the action which bars not only coal, fuel, and steel from export, but wheat, grains, and other foodstuffs, it is reported that practically a complete embargo on wheat might be taken to remain in effect until the allies of America form their Central Purchasing Board. Similar action, it is expected, will be taken with other grains and commodities. If this embargo is placed on wheat, efforts will be made to have the Allies move the surplus now held in Canada. After the date set none of the commodities named may be taken from the country except under license.



A duck may lay a bigger egg than the helpful hen can lay, but when she's through she cackles not, but simply walks away. And so we scorn the silent duck—but the helpful hen we prize. This is only another way to say that it pays to advertise.

Phases of Packing House Investigation

Findings of Commissioner O'Connor, as Reported in the Press Bitterly Resented by Representative Packers—The Sorry Figure Cut by the Daily Press and Others—No Official Report Yet Available—A General Comedy of Errors.

DURING the course of the last few days there dropped, like a bolt from the blue, a report of the investigations of W. F. O'Connor into the dealings of Canadian packing houses. At least there has been given to the public, through the daily press, excerpts from this report that claim to represent its findings. Such serious misconstructions of the actual wording of this report have been actually admitted by many newspapers that the whole tenor is open to question.

Charges that one packing house made a profit of five million dollars on the trade in bacon alone have been made, and that another packing house cleaned up the tidy sum of a million and a half from the same product. Similar enormous profits are reported to have been made in eggs.

Official Report Not Available

As yet no official copy of the report is obtainable; it is, therefore, impossible to check up the inaccuracies of the daily press. The CANADIAN GROCER is, however, in receipt of a letter from W. F. O'Connor, in which appears this significant statement: "The trouble with the newspaper men seems to have been that they attempted to make a summary of the contents of a one-hundred page report, by looking at every second or third page instead of every page. The result was inevitable."

The "Toronto Globe," in its first article on the subject, did not hesitate to connect the name of the William Davies Company with the instance of greatest profit, though as far as is yet known there is no indication in the report as published to justify this assumption.

Sir Joseph Flavelle Speaks

In response to this direct charge of profiteering, Sir Joseph W. Flavelle, the president of that company, telegraphed Premier Borden as follows:

Sir Robert Borden, P.C., K.C.M.G., Prime Minister, Ottawa.

The statements given to the press by the Department of Labor, and which appear in the morning papers covering the business of the William Davies Company, are grotesquely untruthful, both in the mass and in detail. They evidence a curious admixture of ignorance and malice. I deeply regret the injustice of this attack. I regret it naturally on personal grounds, but even more on public grounds. Bitterness and anger and suspicion are being stirred up against public men, against labor and capital, and corporations; which in many instances have no better support than flippant impudence and ignorance. The pity in this case is an authoritative statement was available and was not consulted. The

Department of Finance is furnished with a balance sheet and the profit and loss sheet annually of each firm in Canada given under the provision of the business tax measure. The statement of the William Davies Company is and must continue to be furnished to the Department of Finance. These statements are not only audited on behalf of the company, but are verified by the accountant of the Department of Finance, and are final in authority.

The Department of Labor could have consulted these statements and could have procured such further information as they might have desired by application to the general manager of the company, and could have thus avoided the grave injustice of an attack based upon absolutely untruthful statements. During its entire history the William Davies Company has sought for no trade advantage or profit other than could be secured through diligence and attention to its business. If much volume of business has been secured in contrast to others, it has been secured in open competition, free from combination or arrangement or understanding with other packers or merchants. The company offered to the Imperial authorities at different periods since the outbreak of war to operate to its capacity in bacon products, canned meats products, and pork and bean products on a cost and percentage basis, but each time the offer was declined, first for bacon and later for canned meats and pork and beans. The Imperial authorities expressed the desire to purchase in the open market. All army purchases of bacon are made in London. All army purchases of canned meats and pork and beans are made in Canada. Both are made in open and untrammelled competition with the world. The world during the period of the war is confined to the United States, the Argentine, Canada, Australia and New Zealand. If it is wrong to secure a share of this and other business under these competitive conditions, the company has been guilty of such wrong and of no other.

As this statement was issued by the Department of Labor, I ask you to take such steps as you may think necessary whereby the truthfulness or untruthfulness of these statements can be established.

(Signed) J. W. FLAVELLE,
President The William Davies Co.,
Limited.

Charges Only Against Export Business

E. C. Fox, general manager of the same company, when seen by CANADIAN GROCER, stated that the charges that had been made, were directed against their export trade only; that in their home trade they were quite in a line with the figures of other packers

who, according to the report as quoted in the newspapers, had been adjudged innocent. The whole difficulty arose, stated Mr. Fox, over a matter of too loose wording of the questions propounded by Mr. O'Connor. Their company had answered in one way, other companies had answered in another way, each making an honest effort to answer what they believed was required of them. The effort to co-relate these two sets of figures that were taken from entirely different angles of the business, and to draw conclusions therefrom, was attempting an impossibility.

Stress had been laid on the difference between the gross profits of their company and those of other firms. Some firms sold their export goods in Canada. Their export goods, on the other hand, were all sold in England, and bore in their statement of gross profit the extravagantly high freight rates at present existing, and the war and other insurance. Therein lay the difference between their profits and those of other firms. Yet in the Government report, no notice had been taken of this difference of angle. The criticism that their profits of this year were greater than a profit that was considered satisfactory in 1915 was accounted for by the increase both in freight and war risk rates.

Profit Percentages Less Instead of Greater

Mr. Blackwell, of the Mathews, Blackwell Company, the second company to be brought into the glare of publicity, was equally emphatic in his denial that there was any justification for the charges. "It is merely a misjudgment of the evidence," said Mr. Blackwell. "Mr. O'Connor, according to the newspaper report, states that our profit of one and a half million was not extortionate, if we had actually made this on bacon. I would consider it robbery, but we didn't. We are practically exonerated, and yet our case does not differ from the William Davies Company, except that the William Davies Company was somewhat more ambitious than we were, and worked two shifts for 24 hours a day and seven days a week, while we were content with our ten hours a day. I don't say this in criticism, he continued, but in self-reproach. We hold no brief for the Davies Company, he further stated; they are our hardest and keenest competitors, but the conclusions drawn regarding them are without a shadow of foundation, and based on a misunderstanding of the data submitted.

"The report as given in the newspapers claims an increase in actual profit charges over those of former years. This is far from the fact. Take the case of our own business, taking the buying figures of July, 1914, the month previous to

the outbreak of war, and compare them with the buying figures of July, 1916, and there is a clear increase of buying costs at the latter date of 105 per cent. It might reasonably be supposed that this percentage would have to be added to the actual selling price of the goods. The comparison of the selling prices of these months, however, show that there has been an increase of from 65 to 95 per cent. only. The public may seize upon this as evidence that extortionate profits were being made at that early date. There was no such suspicion then, however. The actual facts are that the conditions of business, the wider market and more ready sale, have made it possible to do business on a far smaller margin of profit. Had the business been in the hands of many small operators, this saving could not have existed, and the selling price must of necessity have been higher."

This is a mere statement of the most salient features of the case as outlined in the newspapers, and the comments thereon of the men most directly interested.

Dissemination of Information Bungled

Whatever are the merits of the actual case. Whether the packing companies are guilty of undue profiteering, or whether they are within their rights as business men and patriotic citizens remains to be seen. It is idle and purposeless either to exonerate or condemn, until the charge in all its various phases is made known. Whatever is thought of the situation, this much is clear, that the whole dissemination of this information was bungled. Without in any way reflecting on the actual charges that may be made in the report, it may be surely questioned as to what justification the Government has in letting these garbled accounts go broadcast throughout the country before they are able to supply a copy of the official report, so that those companies most intimately concerned may know of what they are accused. The public is being inflamed by reports that bear upon their face the marks of an absolute lack of knowledge of the meaning of even the common terminology of business. The newspapers, it appears, have been given access to this report, have been permitted to take from it such excerpts as in their judgment best suited the tastes of their audience. They have been permitted to do this before the Government was ready to lay this report in its entirety before the public, so that the actual case could be adjudged on its merits. The packers may be profiteering, but they certainly should not be found guilty and condemned on half the evidence. It is stated that this report will be printed and be available within the course of a few days. It is a pity, then, that without immediate urgency a partial and biased report should get abroad.

The Pitiful Figure of the Newspapers

Nor are the newspapers free from blame. A little knowledge is too dangerous a thing to trust in the hands of those to whom the differences that may lie between margins and profits is a closed book. Whether deliberately or

through ignorance, that was not justifiable in those who were dealing with serious subjects. The newspapers, according to their own frank admissions, used the unadorned word profits where they should have said margins, and in so doing unquestionably gave to the country a misstatement of fact. And the serious side of the matter is that these misstatements will remain as the case for a large part of the people, irrespective of what cooler second judgment may discover. In their easy charges against several large concerns, they have not hesitated to accuse them of making enormous profits. These so-called profits include the charges incident on the manufacture from the raw product to the finished commodity, the storage, handling charges, selling charges, freight to seaboard, enhanced ocean freight rates, insurance, both ordinary and war risk, unloading and handling charges. All these items are represented in the difference between profit and margin, two words that the daily press seemed to consider synonymous.

One leading Toronto newspaper, under flaring headlines, accused one packing firm with making a cold profit of \$5,000,000 on bacon. Another Toronto newspaper followed in the footsteps of the first, and only had an eleventh hour change of heart, chipping the word profit out of their account while the plates were on the press, and giving to their whole account a hopelessly intermittent and unintelligible effect; even a second edition of the same paper showed gaps in the print, showing that editorial minds had again been changed at the last moment. A third Toronto newspaper remained deaf, dumb and blind through the whole discussion, as though no such thing as bacon existed.

Better Explanation by Packers Might Have Been Made

It is not the intention of this journal, without seeing the official report, either to condemn or defend the various activities apparently indicated in the investigator's report. That they have a far better case than the newspapers credit them with is unquestionable; it may very possibly be that they may be able to exonerate themselves from any hint of undue profiteering.

From start to finish the investigation seems to have been a comedy of errors, if comedy it be. Errors on the part of the Commissioner are charged by the packers in his conclusions from the data supplied; errors on the part of the Government in the manner in which it permitted the findings of an important commission to be given to the public; error on the part of the daily press in their inexcusable ignorance of the commonest terminology of the business, which they have not hesitated to criticize.

What Constitutes a Legitimate Profit

The charges against the packing companies, if charges they are proved to be, are as yet of no very definite character. According to the newspaper report, the investigating commissioner states that one company making a million and a half profit were making a reasonable profit,

while another making five million was making an extortionate profit. Is the commissioner to be the judge of what is a legitimate profit, or who is? What is a reasonable profit?

President Wilson, in his appeal for unselfishness in this time of stress, advocates that a just price be paid for everything the Government buys, and defines a just price as one which will sustain the industries in a high state of efficiency; provide a living for those who conduct them; enable them to pay good wages, and make possible the expansion of their enterprises. It is to be remembered, too, that a fair price in war times is a far different matter from a fair price in the times of peace; it must provide for many exigencies that do not face business in normal times. It must face falling price in goods and depreciation in inventories that will surely follow the end of the war. It should err, if it errs at all, on the side of generosity rather than on that of penuriousness, for in so doing it best serves the interests of the country as a whole. The fair profit will satisfy and do away with any tendency to excessive profits, and will generally stabilize conditions.

Whether the packing companies have overstepped the mark of liberal profits is yet to be seen. When a definite statement has been made, a definite conclusion will be possible. With the actual terms of the Commissioner's finding unknown, either condemnation or defence is a waste of words, and the public press has added to the uselessness by making even the wasted words unintelligible.



FISH CATCH TO BE LARGE Dissatisfaction in Fishing Centres Over Duty on Fish From U. S. Markets Entering Canada

That the fish catch this season will not be affected by the cold and late spring of this year is the opinion of experts who, on the contrary, state that the catch will reach its normal point, and may even be greater than in other years owing to the prevailing easterly winds. The lobster season has just closed very satisfactorily. Owing to lesser exportation to the Old World and a drop in the bulk canned, the lobster has been selling at a low price heretofore unknown. Mackerel is reported as being very abundant.

There is much dissatisfaction in fishing communities over the question of duties, wherein the Canadian consumer has to pay duty on fish brought from the United States. Under the present system the American can acquire a plentiful supply of fish in Canada and transport it home duty free, whereas the Canadian is constrained to go over to the American market, purchase the fish taken from the Canadian market and ship it home only when duty upon it has been paid. For instance, the Canadian consumer has to pay a duty of ten cents on every gallon of oysters imported from the States. Again, when the shad is in Florida waters Canadians have to pay one cent per pound duty for its importation, whereas the American, at the period of the shad's migration to Canadian waters, can import the fish free of charge.

Matt Horton Again Breaks Loose

Talks Advertising With a Friend From the West — Does Retail Advertising Pay? — Activities of Some Live Retailers—Newspapers Not Slot-Machines.

MATT HORTON, successful retailer, was sitting in an easy chair in his home, smoking his pipe. Opposite him sat a friend from the West, who had gone East for a visit to the Old Folks, the Old Town, and Old Friends. He and Matt had been school-boys together. This friend from the West was Billy Freeman. He also was a retailer, in the West, in Saskatchewan.

Billy knew much about Matt Horton's success — this from the Hurston newspaper which he subscribed to; and now that he and Matt were face to face, and both disposed to talk over matters of prime interest to both, Billy was curious to learn from Matt's own lips something of his philosophy and of his methods.

"Billy," said Matt, "are you ready to stand some plain talking? For if you are, I am ready to say to you some useful things."

"Go ahead," said Billy. "I'll stand for anything you've got to say, because I know anything you say to me will be said in kindness, for my good. I guess I can stand the wounds of a friend."

"All right," said Matt. "Now for a little preaching."

Matt Talks to Billy

"Billy, you're 40—two years younger than I am. You profess to be keen to do more business, but I doubt your sincerity very much. If I read you rightly, you're lazy."

"You admit that you expect to be in business for twenty years to come, and you're counting on the growth of Dewar to make you a rich man. You've done pretty well, you say—this because you carry a stock of \$5,000 all paid for, and have a cash margin of \$2,000, and own some land."

"I am willing to grant, Billy, that you've done pretty well considering the fact that you started with nothing, but the fact remains that you haven't made your money out of your business. You made most of it by speculation—when the land boom was on. And the fact is that you neglected your business more or less during the boom years. You sold lots of goods at a good profit to farmers and local people who, like you, were prosperous, and bought freely and paid your prices without a murmur. But things have changed since then, and now you're pretty much in the same position as the rest of us—dependent on your business and on your own energies for your livelihood. But you learned easy ways during those boom days, and you're finding it just a little hard to stir yourself up."

"You've told me that the mail order houses are cutting in on your business, and that there's a younger man recently settled in your town of whom you're just a little bit afraid. He is not up to

SPECIAL TODAY
White Swan Soap—Green bar (not wax) and 25c
Package of the famous D. & A. Biting for \$1.00

Teas-Teas-Teas
Golden Star Tea—Specially blended 35c
Royal Blend Tea—Specially blended 40c
Reception Tea—Specially blended 45c

H. O. KIRKHAM & CO., Ltd.
VICTORIA, B.C. Phone: 175 and 179
General Importers and Wholesalers

THE HUB
18 Simpson Street, Fort William, Ont. Phone 5, 12
Established 1881

REAL ECONOMY
For Saturday and Holiday Shoppers

ORANGES
Large 40c, 30c, 20c, 10c
Small 20c, 10c, 5c, 2c

INDIA AND CEYLON TEA
Hub reg. 40c Special Blend A 10c, 2 1/2 lbs

PICNIC LUNCHES
Large 40c, 30c, 20c, 10c
Small 20c, 10c, 5c, 2c

Hub Extra Special
12 lbs. Guaranteed Butter and 1 lb. Hub Special Tea \$2.00

S. WALLACE'S MARKET
Big Specials for Saturday at 44 Hastings St. W. See 1810
118 Hastings St. W. See 784 and 1266

TEA
A FEW RED HOT PRICES THAT WILL WARM YOU UP. READ ON:

SUGAR
Pure White Sugar 1 lb. 15c
Pure White Sugar 5 lbs. \$1.15

FLOUR
Pure White Flour 5 lbs. \$1.60
Pure White Flour 10 lbs. \$3.40

Three effective advertisements, those of H. O. Kirkham & Co., Victoria, B.C., The Hub, Fort William, Ont., and S. T. Wallace, Vancouver. Each of these illustrate the wisdom of featuring a few lines. The eye is at once caught by the special item. The attention is focussed and thus the appeal gets its hearing. To get this hearing means an advertisement that gets business.

you yet, by a long way; but, according to your story, he's making progress faster than you are, and there's a chance that some day he will catch up to you, and pass you.

"Now, Billy, you're really a young man—in your very prime, and, if you really want to, you can keep ahead and beat out that young competitor of yours. But you'll have to work. You'll have to sit less on the seat of your trousers, and stand more on the soles of your two feet. And you'll have to do some things that will fag you in brain and body."

"You don't need any more capital than you've got, or any larger stock, or any more populous community. What you must do is sell more goods to more people—at a profit. And you can't do this sitting in an easy chair."

Content is a Poor Whip

"The trouble with you is that you're doing enough business to keep you comfortably, and you're content with this accomplishment. You lack ambition. As a matter of fact, you're just plain lazy."

"Now, I want to tell you, Billy, that to succeed big a man must work. He's got to be pushing his business all the time."

"If you want to be just a common or garden variety of storekeeper, doing a nice, easy, comfortable business, then what I've got to say will never touch you. If you just want to hear me talk and show pep, tell me, Billy right now, for I don't want to waste words on a corpse. How is it, Billy? Are you just an imitation of a real merchant, or are you in dead earnest in your desire to make a big business?"

"Well, Matt," said Billy, "you've been biffing me all right, and I guess you're pretty nearly right in much that you've said about me. I guess I am and have been more or less lazy; but I am not fully fossilized yet; and I think there is still left in me enough of the old ambition and enough of energy to do things. So fire ahead. Hope, at any rate, that you're going to rouse my pride and my purpose to make my business a thoroughbred, and not keep it just an old family horse."

"You're blood be upon your head," said Matt.

Matt and Billy Talk Advertising

Thereupon Matt took down a scrap book in which he had pasted many advertisements — his own and those of others, and which he had clipped from CANADIAN GROCER. He passed over his own, and, pointing to those of Fraser Viger, of Montreal; Barnsdale, of Stratford; H. Malcolmson, of Chatham; Kirkham, of Victoria, B.C.; Michie, Toronto, he said: "Do they tell you any story, Billy? Do these advertisements show you anything?"

"Well," said Billy, "they show a belief in advertising, I should say. They appear to be advertisements prepared in the conviction that they will sell goods—that people will read them and respond to them. They're big enough to indicate that the firms advertising have boldness and spirit. And I would say that the business these advertisements make suffices to pay for the advertising. They don't look like sudden gasps—the last

Help the Pocket Book By Using More Canned Vegetables

In these days when potatoes are scarce and very high in price, the careful housewife will find canned vegetables a great help in the kitchen. There are so many ways for serving up hot tomatoes, peas, etc., that you can always have something tasty, wholesome and nutritive for dinner or supper at little cost. When ordering your groceries include in the list a good supply of canned vegetables. Try these, they always please:

Golden Wax Beans
Pork and Beans
Asparagus

Tomatoes
Peas
Corn

Come and see us. We are here to serve you.
Now know the store.

HUTCHINSON & FOSTER
Groceries, Flour, Feed, Seeds

"SPINACH"

Spinach is a vegetable that everybody should eat in the spring of the year. Sometimes in a big hotel restaurant you will hear one man say to another, "I wish my wife could prepare 'Spinach' like that!" He naturally thinks that the hotel chef has added that appetizing flavor. But the clever way is to use the "Spinach" itself, and the chef's additional touches were only those that any good cook can readily give.

Webster's American Cultivated Spinach, Fancy Quality.
No. 1 Tins, 35 per Tin; 45 per Dozen
Aymer's Canadian Choice Spinach.
No. 4 Tins, 35 per Tin; 45 per Dozen

Poached Eggs On Brown Hash
Such an easy breakfast and so appetizing.
Libby's Corned Beef Hash, Large Tins, 35 per Tin; 45 per Dozen.
"Ready to Serve."

Delicious Shad Roe (Imported)
Usually served on buttered toast, as an entree, 7 1/2 oz. Tins, 50 per Tin.
Golden Plums From the Orchard Farm, Histon, Cambridge, England

Packed in Heavy Syrup, 14 oz. Jars, 40 per Jar.
McVitie and Price, Imported English Biscuits
Small Lunch, 35 per lb. Fine Water, 35 per lb.
Thin Socal, 35 per lb.

Imported French Vegetables in Glass
No more to be had from France until after the war.
French Flageolet, Extra Fina, 50 Each; \$5.00 per Dozen
French Fonda d'Artichaut, 50 Each; \$5.00 per Dozen
French Choux de Bruxelles, 50 Each; \$5.00 per Dozen
French Macadoines, Extra Fina, 50 Each; \$5.00 per Dozen
French Asparagus, 50 Each; \$5.00 per Dozen
French Haricot Verts, 50 Each; \$5.00 per Dozen
French Petit Pois, Extra Fina, 50 Each; \$5.00 per Dozen

Buchanan's Quebec Hand-Made Wine Biscuits
A hand-made Biscuit, used at all times, but mostly served at lunch.
These Biscuits are perfect when served hot with butter. 35 per Dozen.

FRASER, VIGER & CO., Limited
Italian Warehouse, 211 St. James Street.
North-End Branch, 232-27 Laurier Avenue West.
MONTREAL

THE WOMAN WHO KNOWS

groceries and values is a constant visitor here. She is aware in the first place that she can rely absolutely upon the quality of things for the table. And she is quite sure that to seek lower prices for groceries of similar quality is perfectly useless. We shall be pleased to have you put our service to a test.

Special for Dominion Day
Try our Excel Brand
Coffee, 1 lb. 30

Special Baskets & Picnic Plates
Raspberries, Cucumbers, Fresh Fruits, Pineapples, Strawberries, Cherries, Cantaloupe, Bananas and Oranges.

EXCEL
J. HEALD, Proprietor.
Phone 3, 472 and 8, 2492

The art of making an advertisement look interesting at the first glance, is one of the prime necessities of successful advertising. Note the catchy title of the two outer advertisements, those of Hutchison and Foster, Alliston, Ont., and Heald, Fort William, Ont. The attention is at once caught, and encouraged by the explanation that follows. The centre advertisement is a good example of the very effective advertising of the Fraser Viger Company, Montreal. Another type of the interest-getting suggestion.

gasp of a dying man. And they do look as if they were pretty continuous."

"Bully, Billy!" said Matt. "Your inner eye is not dulled. There's hope for you!"

"You've sized up those firms correctly. I know something about the advertising history of each of these firms. There was a time when they were skeptical about advertising. They knew twenty good reasons why advertising in their towns and cities wouldn't pay. And always they were saying, 'Advertising costs like the devil. I can't afford it.' Well, they began, and they've kept it up. These firms are hustlers. I've been in their stores. You'll not find there any half-hearted storekeeping. You'll find every man keen, confident, in earnest, and working all the time with the one idea of selling more goods to more people."

"Watch any one of them serve a customer. There is briskness in the service. You won't see any dullness. Each salesman is full of energy. His body shows it. He has always something new to show a customer. Not always is he trying to sell what he shows. Often he is just planting a desire. He has been well instructed in demonstrating the goods—taught to view everything in the light of the customer's needs."

"Let me illustrate."

"In one store I happened to be in, the customer noticed a rather curious-looking thing on the counter and wanted to know what it was. It was a new kind of egg-beater, and was purposely placed on the counter where she and others would see it."

"That's a new egg-beater," said the salesman. And he showed how it operated. 'You can see how easy it is to work, how much easier it is to work this arrangement than to turn a wheel. You see that this is a complete egg-beater, for it includes a glass jar in which to beat the egg—and glass is better than tin—more easily cleaned, and is transparent;

and use and time won't wear it out. You will notice how firmly this egg-beater can be held, and how easy it is to operate; and how easily everything can be

cleaned. * * * Thirty-five cents. * * * Thank you.'

Real Salesmanship

"Always in that store, when time permits, the salesmen are demonstrating with animation some new thing—a new electric device, a new refrigerator, a new stove, a new paint, a new lock, a new cooking utensil. They are trained to do this work. They practice on each other, before the 'boss.'"

"But, Billy, this illustration is just by the way, yet it has significance."

"Perhaps you know that I have the advertising bug in my system. I use advertising freely — newspapers, printed matter, window-trims, and other forms of getting attention. But this advertising is just the expression of a tremendous energy in any store. I don't rely on advertising wholly. Advertising is the offshoot of inside energy. It is just one cogwheel of my business."

"Advertising Doesn't Pay"

"Many men think that advertising is just the purchase of newspaper space, and slapping into this space any old stuff that occurs to their minds. They think that if they 'advertise' they'll get business. At least, this is what they thought, or were led to think, when they began. But as time passed, they discovered that 'advertising didn't pay.'"

"When I hear a man say, 'Advertising doesn't pay,' I want to pummel him—pound him to pulp. Usually, the man who says 'Advertising doesn't pay,' is a whiner—a lazy lout, a sleepy imitation of a man. When he says 'advertising doesn't pay,' he says a general thing. 'I thought that if I spent \$2 a week in my local paper I could buy great and instant success. I thought that by spending a little money in newspaper publicity, I wouldn't have to work very hard myself, that people would flock to my store, and buy so much from me that

Strawberries

that come in this week will be the famous Aroma Berries from Missouri. These have the delicious flavor, and good size, that most people desire. You will find them entirely satisfactory. To-day's price is 25c a box.

FRESH ASPARAGUS, 10c.
NEW CARROTS, 10c. bunch.
NEW CABBAGE, 15c. lb.
BERMUDA ONIONS, 10c. lb.
CANNED CORN, 15c. can.
CANNED PEAS, 15c. can.
GOOD POTATOES, 75c. peck.

About Pineapples

The Pineapples we have now cost more than the Pineapples we had during 'Pineapple Week,' and these are worth it, for they are the Porto Rico variety. They are very juicy fine flavor and in splendid condition for canning.

\$2.15, \$2.65 and \$3.35 a dozen.

CAMPBELL'S SOUPS,
20c. can.
BAKER'S COCOA, 25c. can.
PURE LARD, 32c. lb.
STRAWBERRY JAM, 40c. can.
RASPBERRY JAM, 40c. can.
MILK CHOCOLATE, 25c. lb.

Our special Coffee, 25c. a pound has lots of strength and good flavor

H. MALCOLMSON

We Can Please Your Coffee Taste

Our Banquet Coffee is roasted by the advanced process, which retains the strength and flavor of the berry. We grind it especially to your order.

A POUND, 43c
PHONE 3560.

WYCKOFF & GAFENY
GRUNDAS STREET AT RIDOUT.

About Michie Soldier Boxes No. 31

M12 is a Soldier's Own Choice

WHAT a craving for things from home comes to the soldier's appetite! His fancies are as pressing as his needs. Just what things he will most appreciate Michie Service can tell you. We have sent hundreds of Michie boxes overseas. We have received piles of letters from soldiers in camps and trenches. Thus we have learned the soldier's taste precisely. We have learned, too, how to pack to ensure arrival in safe condition. Box M. 12 for example is just what a soldier himself would choose.

To France \$4.50
To England \$5.00

M. 12
Tin Chicken.
Tin Beef Steak and Onions.
Tin Water.
Tin Fruit Cakes.
Tin Washington Coffee.
Box Dishes.
Tin Ozo Cubes.
Fig. Each Club Chocolate.
3 Fig. Mint Lozenges.
Tin Milk.
Cake Chocolate.
50 Cigarettes.

This assortment is but one of a wide list at your service. Other welcome selections are M. 7—to France \$1.75, to England \$2.00, M. 15, France \$7.50, England \$8.25, M. 16, France \$9.00, England \$10.50.

Michie

& Co., Ltd.
Seven King St. West
TORONTO
Established 1835

Oddity of shape is one of the effective means of catching the attention in these advertisements. H. Malcolmson, of Chatham, and Michie of Toronto, are accustomed to use space of this shape which is sufficient evidence that they have found it effective. Notice the story told in each of these ads. The advertisement of Wyckoff & Gafeny, London, Ont., is another example of the use of small space. The illustrations are just half size.

my store would be the busiest place in town.'

"Think of it. Think of the folly of such thinking! Imagine the asinine stupidity of men with several thousands of dollars invested in their business professing to believe that by parting with \$2 or \$5 or \$20 a week, they can get this sum back multiplied several times—this without further effort!

"If the purchase of newspaper space, alone sufficed to give us our money back the land would be chuck full of advertisements, and their pages would be so many that we would scarcely be able to carry the newspaper home.

"If the purchase of newspaper space, and the publication therein of some offer were guaranteed to give a merchant his money back increased by 10 per cent., or 50 per cent., or 100 per cent., or 1000 per cent., we'd all become merchants, and buy newspaper space until we were black in the face.

"What folly it would be to invest in mortgages paying a paltry 6 per cent. per annum if a man can get 10 per cent. to 1,000 per cent. weekly by putting his money into newspaper advertising!

"Yet thousands of men in business—mostly small retailers—have bought space in newspapers in the belief that this act alone would assure them big business, and that by employing newspaper advertising they wouldn't have to work hard themselves.

"The world is full to overflowing with dodgers—lazy men who think that they can get rich without working; with merchants who look upon a newspaper as a sort of slot-machine into which they can put \$2 and get out \$5; or \$20 and get out \$200.

Blessed be the Worker!

"Let me tell you, Billy, that if you want advertising to pay, you must be a very busy, hard-working man before ever you put your advertisement into the newspaper. Your store must fairly hum with energy.

"I remember one time being in Orillia—a mighty good town. Over a men's wear store was splashed a great cotton streamer announcing a gigantic sale of \$10,000 worth of stock; and the proprietor—or a salesman—was standing broadly in the doorway with his hands on his hips, gazing idly on the scene before him!

"Imitation merchants! Snoozing away dully in their own shops! Pretending that they want to do big business yet with not a bit of firm fibre in their make-up! Faugh!

A Man Who Made Good

"Let me tell you of a man I know who has made good. He works. Personally. I think he works too hard and long, for he is doomed to an early death. He has had several breakdowns, and one day he won't get up out of bed.

"But his store is a live place. Things are busy there. This man advertises—doesn't use big spaces, but you can see even in his modest 6 inches x 2 cols. ad-

vertisement that there is pulsing life in his store.

"This man is always planned ahead. He can tell you weeks in advance just what he'll be pushing hard. He has to buy much of his stock weeks and months in advance. But when that stock arrives his programme for getting rid of it fast is all complete.

"When I knew him first he was a clerk in a general store. The departments he worked in included groceries, boots, crockery, wall paper. That young fellow was of Irish extraction—energetic, keen-witted, ambitious, soft-spoken, pleasant. His boss was smooth, and a master merchant.

"One day this young fellow and another started in business for themselves. there were no delusions. They knew that they had to work, and they did work.

"The world loves workers; and people like to shop in busy stores. These young fellows succeeded.

(To be continued).

GREEK CURRANT CROP

A forecast of the currant crop in Greece places it at 160,000 tons, and the old stock available for export at about 20,000 tons. The market is said to be high.

Eat
Purecream
Home-Made
Bread



Eat
Purecream
Home-Made
Bread

The Morning Cup of Coffee

How the delicious brown nectar whets your appetite, tones up the system and puts the brain in condition to do good work.

There's lots of good coffee in the world, and you can get it every time—if you go to the right place. We have good coffee in abundance. We never buy any thing else. The way it is treated before it reaches you has a great deal to do with its goodness.

Try a pound to-day.

40c Pound

GROCERY DEPARTMENT.

Big shipment of Pineapples just arrived. Prices are going to advance. Take advantage for preserving.

10c, 15c, 18c each

\$1.00 dozen, \$1.50 dozen, \$1.75 dozen.

AYLMER AND QUAKER BRAND CANNED GOODS.

Tomatoes, Corn, Peas, Beans

10c can; 3 for 25c.

Egg-O Baking Powder, full pound tin, regular 25c.

To clear at **20c**

Regular 10c can for 8c.

Cleveland Baking Powder, Regular 10c and 25c tin. To clear at

5c and 13c tin.

BONNIE BRIGHT, the new, cleaner

8c tin; 2 for 15c.

Try us for your next grocery order. We save you money.

The Quality of the Tea

A grocer has on sale is not to be gauged by the price he asks for it. Buying at hazard means paying a big price for the name, while buying here will ensure your getting just the Tea you want at a lower price than you imagine. Drinkable, healthful, fragrant tea can be bought for

30c Pound

A special blend of English Breakfast Tea for

40c Pound

PATENT MEDICINE DEPT.

This department has no bait, no trash, but quality and variety. We offer for sale only standard patent medicines and other sundries. We always keep the best of everything at the lowest possible price.

Fruitatives
Chases' Nerve Food
Pink Pills
Dodd's Pills
Gin Pills

Regular 50c box

35c, 3 for \$1.00

Wampole's Beef Iron Wine
Regular \$1.00 for **67c**

Just received big shipment
Woodbury's Facial Soap, cake **25c**

Gibson's Beef Iron Wine.
Regular 75c for **45c**

Burdock Blood Bitters
Regular \$1.00 for **77c**

Klovah Health Salts.
10c tin; 3 for 25c.

BARNSDALE TRADING COMPANY, LIMITED

One of the well known advertisements of the Barnsdale Trading Company of Stratford. Advertising has made the Barnsdale mark familiar to every corner of the locality which the store is able to touch. More than that advertising has been effective in making Standard remedies one of the outstanding features of the store. A well balanced advertisement that says what is needed to be said, and says it quickly and effectively.



The attractively equipped Grocery and Provision Store of W. Massen, 1346 St. Clair Avenue, Toronto.

Some Novel Ideas in Store Arrangement

Novel Methods That Effectively Display Goods — Effective Ways of Attracting Attention—The Idea of Roominess Encouraged.

IN the photo of the store that appears above there are many things of interest to every grocer. Here are suggestions of ways of arrangement that are entirely novel and might well fit into the architectural scheme of many stores; suggestions that might prove of value to many merchants who are contemplating some little improvements to their store.

Note, for instance, the effective use of the pillar in the foreground. By the arrangement of narrow shelves around the pillar, a thing that could hardly have been other than an eyesore, is made an effective means of displaying special goods.

In the appearance of the whole store there will be noticed the evident effort to make every available bit of room do its share in displaying the goods.

There in the very centre of the store is a silent salesman for the display of candies and similar lines. Every person who enters the store must have their attention caught by this display. Very few people go into a grocery store to buy candy. That trade must be cultivated, and the only way to cultivate it is to keep it to the fore. So kept, it will unquestionably prove a great business factor.

As a matter of fact, the best way to sell goods is to display them, and the more goods that get displayed the more there will be sold. In the store here pictured every available inch of room is made to do its part in displaying some goods, and so adding to the effectiveness of the selling campaign. Around all wall spaces there is shelving that provides ample room for a vast quantity of stocks. Where this is insufficient small units displays are arranged on tables, another very effective way of speeding up any line that shows a tendency to drag.

In this store, too, very effective use has been made of mirrors. The use of such devices adds greatly to the sense of largeness, that is an attractive feature of a store.

More than that, mirrors add to the displayed value of goods. They give the idea of depth and show sides of the goods displayed. Moreover, wherever the customer looks the goods or their reflection are before him, doubling their display value. This is an idea that other grocers might well consider.

Linoleum on the floor, the use of flowers, and a bench in a convenient space are other means of adding to the

home-likeness of the store and of encouraging the customer to tarry.

The use of seats is a method that is far too seldom used by grocers to encourage trade. To make a comfortable resting place, provided always, of course, that it is not made at the expense of space actually required by the activities of the store, is an effective method of encouraging sales. Give a customer time to sit down and think about the things that she sees displayed about her, and it will probably suggest needs that would never otherwise have occurred to her.



BUSINESS AS USUAL

To illustrate the spirit of the women of Britain, an American officer tells an incident which came under his observation after a recent Zeppelin raid on an English town. A small shop, standing in the area hardest hit by the raid, was shattered by a bomb. Undaunted, the woman shopkeeper went to work the next morning and put up this sign on the broken window:—

"To hell with the Kaiser and his airships! Fish and chips as usual."

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - President

H. T. HUNTER - - - Vice-President

H. V. TYRRELL - - - General Manager

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg; Phone, Main 3449.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborne Bldg., 105 West Monroe St.; Phone Randolph 3234.

Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXI.

TORONTO, JULY 20, 1917

No 29

EDITORIAL BRIEFS

AND now we hear that the egg is to be banned from the Barber Shop. There is an agitation to remove the egg shampoo from the barber's menu. Well, that is one less thing for him to suggest, after those few painful opening remarks about you growing thin on top.

* * *

IT IS reported that the United States Government has suggested to the packing interests that they retain 12 per cent. of the pack of Corn and Peas, 18 per cent. of the Tomato, and 6 per cent. of the Salmon pack to meet the possible demands of the Government.

* * *

NEW BRUNSWICK has decided to tax the wild and uncultivated land in the Province. That is one way of opening up a country. Fancy how the New Brunswickers will tumble over themselves to improve all the land that comes under that category. At that it is as wise a tax as could be thought of.

* * *

THE American Department of Agriculture states that the growth in automobiles during the year 1914 and 1916 amounted to the not too modest increase of 1,067,382, an increase of 43 per cent. in one year, which does not seem to indicate that there is any great degree of hard times among our American cousins. The total number of cars in the United States totals 3,512,096.

* * *

THE Winnipeg *Telegram* tersely remarks: "The business of a dictator is to dictate, not to explain the necessity of action along certain lines, but to enforce it." That seems a reasonable viewpoint. Moralizing does very little good. The average person does not

make a personal application of anything that may not be pleasant to them. If matters are serious enough to demand a dictator, then they are serious enough to demand dictatorial action.

CANADA'S GROWING TRADE

AS an indication of why Canada, despite the war costs, is in a prosperous condition, and as an interesting sidelight also on the high cost of living, the export figures for commodities during the past eleven months might be noted. When these figures are compared with the figures for a corresponding period of the previous year, some idea may be gained of the immense increase in the export of Canada's foodstuffs, which in a measure at least may be the cause for the high prices existing in the country.

For the 11 months just ended the export of breadstuffs totalled \$492,969,249 as against \$394,338,832. In meats and dairy products the same solid advance is noticeable. For the eleven months just closed the exports were \$324,946,093, as against \$234,404,721. That means prosperity, but it also means high prices.

NOT COWARDICE, BUT CAUTION IS NEEDED NOW

WE are spending a good deal of time of late congratulating ourselves on the fine condition of Canadian business. Merchants are doing well, profits are fair, business is good, and generally speaking, according to the authority of the commercial agencies failures have dropped to a level that is cheerfully low.

All this is good, and there is no reason why these conditions should not prevail, but it is to be remembered that they will not prevail of themselves.

At the moment there is nothing to test the metal of business. The lame ducks have long ago been weeded out, or at least the lamest ducks, and to-day business is apparently going along on a very stable foundation; for the moment there is nothing to test its strength. It must be remembered, however, that prices are abnormal. Goods are actually selling to-day at more than they are worth, which means that some day they are going to be considerably less. When that day comes there will be room for a good deal of heart searching. Short stocks and short credits are the only possible safeguards against returning normal conditions. For the danger is not only in any slump after the war, but in any actual return to the normal, for we have grown used to abnormality and have been building our lives and businesses upon it, therein lies the danger.

There is no ground for fearfulness, there is no ground for hide-bound cautions, but there is ground for cool-headed, common-sense, and any man who faces the future must realize that outstanding accounts and overwhelming stock are bound to be a reef on which another wise solvent business may go to pieces.

THE CLERKS' DEPARTMENT

PAINTING THE MAP RED

A Story of the Empire-Building Activities of Cecil Rhodes by One of His Associates.

Cecil Rhodes was so mighty a figure that it is impossible to encompass in the limits of a single article any real measure of his greatness. John Hays Hammond conveys, however, an impression of him that establishes the wonderful capacity of the man, in the course of an article in *The American* under the heading, "The Most Wonderful Man I Ever Knew." Hammond was associated with Rhodes in some of his greatest enterprises, and so is in a position to give an idea of why Rhodes accomplished such wonderful things. He tells the story largely by a series of short anecdotes:—

The achievements of Rhodes are almost unthinkable. Long before American trusts were attempted, he formed what was then the greatest business combination in history and became absolute autocrat of the diamond business of the whole world. He organized a huge consolidation of gold companies; he was the first financier courageous enough to institute deep-level mining on the Rand, the method on which now depends the future of the greatest of all gold fields.

No Roman emperor ever won more territory than Rhodes brought under his native British flag. Through the Chartered Company, incorporated in 1889, he added to the British Colonial dominions territory equal to the combined areas of the British Isles, France, Prussia, Austria and Spain. He made possible the federation of all South African States, and planned to link Cape Colony and Cairo by rail—a project that he carried half way to fruition before he was cut off by death when he was only forty-nine years old.

Yet with this record of empire building behind him, his last words as he lay dying were these:

"So little done, so much to do!"

The picture of Mr. Rhodes as a mere money maker, as a man ruthless in self-interest and ambition, is altogether wrong. "I love the game," he used to say; "I care nothing about money for its own sake, but it is a power—and I do like power." Far from being ruthless, he was pre-eminently fair.

Most misconceptions of Mr. Rhodes are due to failure to appreciate the bigness of his mind. He thought in continents.

He was a seer—a Tolstoy, not of words, but of deeds. While yet he was a poor struggling diamond digger at Kimberley—dividing his time between work and a Greek lexicon half the year, and hurrying off to Oxford University in England to study during the other half—he was dreaming of opening up the whole African continent to civilization under his country's flag; of threading it with railroads; of irrigating vast arid areas; of educating the millions of natives to become useful workers, and of ironing out all racial differences.

For a man born with a brain such as that, a quick climb from obscurity was to be expected. Rhodes was born in 1853, one of the youngest of the nine children of a poor English vicar. Ill health dogged his youth; at seventeen he was shipped to the warmer climate of Natal, where an elder brother was trying to cultivate cotton.

A year after the arrival of young Rhodes, diamonds were discovered in Kimberley, several hundred miles away. Rhodes decided to join the rush. His outfit consisted of a team of oxen, a Scotch cart, a bucket, a spade, several volumes of classics and the thumb-worn Greek lexicon.

In this fever-ridden sport, with poor sanitation and worse food, he worked and brooded and studied, with winter trips to England and Oxford on his scanty savings. One year he was too poor to go. Another year he had only six months to live.

Almost immediately he was recognized as a natural leader.

While yet in his teens he formed the holders of several small claims into a syndicate. Always he preached the folly of cut-throat competition. Gradually he began a consolidation, of which he naturally became the leader.

This was before I knew Mr. Rhodes. But from men who were close to him then I have heard stories of the vast sweep of his vision and his refusal to let any barrier obstruct him in the march to the goal.

Once he contracted to begin keeping a mine clear of water on a certain day. The pump he ordered failed to arrive on time. Hearing that a Boer farmer miles away had a pump, Rhodes hurried to buy it. The Dutchman wouldn't sell. Back Rhodes came the next day. Again the farmer refused. A third, a fourth and a fifth time Rhodes returned, until the old farmer became exasperated. "It will take — pounds to make me give up the pump," he shouted, naming a ridiculously high price. "You can have it!" exclaimed Rhodes.

The astonished Boer signed the contract. The terms included delivery. On his way to make delivery the veld became so near to impassable that the farmer declared it would ruin his oxen to go further. "That means you stop here!" asked Rhodes. "Yes." "Well, I don't," returned Rhodes. "Sell me the oxen at their full price and I'll take the pump in myself."

"You seem a fair young man and a very active one," commented the farmer. "I'll do it."

And Rhodes had his pump going on time.

But his difficulties had only begun. Fuel was generally giving out. Mines were suffering damage right and left. Rhodes sized up the situation and saw a solution. Every morning before day-break he rode far into the veld and waylaid wagons loaded with wood,

bought the wood at high prices—and kept the pump working.

His resourcefulness was a source of perpetual amazement to his associates. If he found he could not reach his goal by one road, he would take a second, or a third, if need be. He would fight only if he was driven to it.

"I have never met anyone in my life," he once told me, "with whom it was not just as easy to deal as to fight."

Always his mind was running the range of empires. He loved to discuss with a choice band of friends the futures of the great nations of the world—England, Germany, Japan, Russia. When he was twenty-three he joined with four other ambitious young men in his camp in sending a long communication to Lord Beaconsfield, then Prime Minister of England, telling him how the British Empire ought to be run.

"I have never deviated from the policy laid down in that paper," Rhodes confided years later to a friend.

Once a companion came upon him intently studying the map of South Africa.

"What are you doing?" he asked.

"I want to see that all red," replied Rhodes, drawing his hand from the bottom to the top of the continent.

Rhodes became an exponent of Big Business before the dawn of the merger era in America.

South Africa had its Sherman Law, which prevented anyone from owning more than one claim, but the moment it was repealed Rhodes, although then only twenty-seven years old, organized the De Beers Mining Company, raised a million dollars of capital and purchased almost half the diamond area at Kimberley.

His chief rival was the famous Barney Barnato. The output of diamonds greatly increased, prices became demoralized and the unsettlement which followed the Majuba disaster to British arms caused widespread depression. The whole diamond business was sliding towards ruin. Failure after failure occurred; camps were being deserted daily; men shouted that the diamond bubble had burst.

Rhodes, though losing money, stuck to his guns. He saw that the evil rose from over-production, competitive price cutting. He realized that the industry could be saved only by regulating output and maintaining prices, either by agreement or by monopoly. He tried to buy out Barnato, but that shrewd operator, with his own mighty ambitions, would not consent to be swallowed up.

In the end Rhodes won out—as he almost always did. In 1888, he formed the great De Beers Consolidated Mines, then the largest industrial corporation in the world, and ever since that time the controlling factor in the world's diamond business.

"Rhodes is a great man, for he bested me," was Barnato's tribute.

The De Beers claim was named after a Dutchman interested in the company. Rhodes would not have dreamed of giving his own name to it.

All this time he was doing other big things. He had entered the Cape Parliament before he was thirty. Shortly afterward he staged the addition to the British dominions of the whole of Bechuanaland—a territory more than

twice the size of Great Britain—and became its virtual ruler.

"What are you doing in Africa, Mr. Rhodes?" Queen Victoria asked him. "Extending Your Majesty's dominions, Madam," replied the Empire Builder.

Rhodes had found time, also, to become one of the most powerful figures in the gold mining industry of the Transvaal. In 1886 he formed the Consolidated Goldfields of South Africa. A little later he became Prime Minister of Cape Colony—at thirty-seven. Before he was forty he had laid the foundations for the acquisition of the empire which later was given the name of Rhodesia—an empire as large as all of France, Austria and Prussia combined.

My own acquaintance with Mr. Rhodes dated from one day in 1893. I had just left Barnato because he would not carry out my proposal to go in for deep-level mining on the Rand when I received a telegram from Mr. Rhodes, asking me to visit him. Quite abruptly he told me he wanted me to take charge of all his gold mining interests, and added, "Name your salary. Don't be modest."

I mentioned \$100,000 a year and a share of the profits as the salary I should expect, and stipulated that unless I could deal directly with Rhodes without interference from other directors I could not take the job. Rhodes picked up a scrap of paper two or three inches long and immediately wrote on it:

"Mr. Hammond is authorized to make any purchases for going ahead and has full authority, provided he informs me of it and gets no protest."

On the strength of this order I used to buy as much as \$500,000 worth of machinery without consulting anyone.

Rhodes impressed upon me that he wanted men of initiative, men who had their minds on big things, men who were not afraid to tackle hard jobs.

"Reach a compromise, if necessary, when no vital principle is involved," he told me. "And never make a deal before the other side is completely satisfied."

In 1894, Mr. Rhodes accompanied me on a trip through Matabeleland and Mashonaland (now part of Rhodesia), where I had gone to make an examination for the British South Africa Company as to the mining possibilities in that country. Both for political and financial reasons it was very important to Mr. Rhodes that my report should be favorable. On my findings would depend the investment or non-investment of British capitalists of large sums for the development of the country. Yet never once during the many days that we rode and drove together, and the many nights we camped out, did he ask me a question concerning my impressions.

When I fully read my report to him after our return to Johannesburg, Dr. Jameson and another prominent stockholder of the Chartered Company were present.

"Well," commented these men, "if we have to depend on Hammond's geological report to raise money for this country, I do not think the outlook is very encouraging."

"Hammond is absolutely right," replied Mr. Rhodes emphatically. "He has said everything that he is justified in saying and the public will see that it is the report of a conscientious engineer, and fully credit every word he says. You had better go ahead and sell your shares."

A revelation of the methods by which Mr. Rhodes's mind operated is shown in his championship of deep-level mining—his startling project to risk millions of dollars in sinking shafts several thousand feet into the earth on the chance of finding gold there. All mining on the Rand hitherto had been of the "outcrop" species. To sink unprecedentedly deep shafts with the idea of

intersecting a gold reef in the bowels of the earth was a most daring proposal. This is the story of the start of his undertaking:

Mr. Rhodes, Dr. Jameson and I, together with some of my engineers, were camping out one night in a wild part of Rhodesia, where the lions were roaring around us and had to be constantly frightened away by a wall of fire and the firing of guns. It was not uncommon in these regions for lions to dart in and snatch our donkeys or even to carry off a negro boy occasionally.

As we sat about the fire, Rhodes began to discuss the future. He wanted to know how long the Rand reef would last. I told him that geologically there was no reason why it should not last many more years—that there was no reasonable limit, from an engineering point of view, to the depth mining could be carried. Then I went on to explain that, whereas outcrop claims were selling anywhere from \$10,000 to \$100,000 per acre, we could pick up all the other land for deep-level mining at \$50 or \$100 per acre, provided no one discovered what we were trying to do. I figured out that, allowing for the cost of sinking shafts to a depth of 3,000 feet, his profits would be twenty or thirty times as great as those yielded by the enormously costly outcrop lands.

"Why would it not be good business to sell the outcrop company holdings," Rhodes asked, "and quietly buy all the ground along the deep levels for ten or twelve miles, and start mining at 2,000 to 5,000 feet?"

"I recommended that to Barnato," I said, "but he was too busy with other things to bother about it."

"Let's send a cablegram to London at once!" Rhodes exclaimed.

About two o'clock in the morning my secretary—now Lord Saye and Sele, a fearless adventurer, a D.S.O. man and a crack shot—started, with only a couple of natives, on a 500-mile ride across dangerous country to the nearest railroad station at Mafeking, with a cable to the London directors of the Consolidated Gold Fields. The cable was briefly this:

Have decided best policy for company should be sell out our entire holdings in outcropping companies. Do this at once. Cable reply.

It took over a month for our representative to cover the land journey, receive the reply and rejoin us near the Zambesi, a total ride of over 1,000 miles. And this was the wording of the directors' reply:

We don't understand your cablegram. Do you wish us to liquidate company? This cannot be done without full explanation to directors.

Rhodes was furious. He was not in the habit of having his explicit instructions fail to be carried out. He sent back this cablegram:

Do exactly what I instructed you to do at once without asking questions. I take full responsibility. C.J.R.

This time the London agents obeyed. When we got back to Johannesburg, several million dollars' worth of shares had been turned into cash at very high prices, the market being then in the thick of a boom. We immediately set machinery in motion to acquire all the land we wanted, and though there was infinite haggling by some of the parties in interest, we finally got nearly all we were after, and the whole deep-level plan of mining was mapped out and started. We had to spend millions before we reached a trace of gold, and more millions before we won a single ounce of metal. But within two years we had made \$10,000,000 profit on the transaction. Had it not been for deep-level mining the Rand would have been nearly exhausted by now.

There is one bit of unpublished history that may as well see light now. It will show how near Rhodes came

to controlling the copper output of the world.

The near coup was scheduled for 1895. By this time the new gold mines were pouring out millions and millions of dollars' worth of their precious product, and we could have raised \$200,000,000 or \$300,000,000 of capital without trouble. The memorable Secretan Copper Syndicate, which aimed at buying up the bulk of the world's stock of copper and boosting the price, had collapsed ignominiously some time before this. The brilliant but erratic Frenchman had gone about things the wrong way.

Now that Rhodes had managed to establish control of the international diamond business, he became interested in the idea of acquiring control, not of finished copper, but of all the principal copper mines of the world, so as to be able to regulate output and price. Rhodes succeeded in interesting the Rothschilds, who controlled the great Rio Tinto mines as well as another large mine in Mexico. Alfred Beit was also behind us, as were all the resources of the De Beers and the Consolidated Gold Fields—the whole representing hundreds of millions of dollars.

I laid out plans, at Mr. Rhodes's request, for control of Anaconda and other American properties, and the scheme was so far advanced that I was to leave for the United States early in 1895 to complete the American end of the deal.

Unfortunately, the Jameson Raid came on. I was in prison for six months, and then Rhodes went to Matabeleland to quell a serious uprising of natives in that territory. So the whole gigantic plan fell through.

While engaged in restoring peace in Matabeleland, Rhodes received a cable from the House of Commons to come at once to be tried at Westminster for his association with the Jameson Raid. Unawed by the British authorities, Rhodes sent them this cable: "Investigation can wait. I am busy fighting Matabele."

When Rhodes did return to England he treated the Lord and Commoners with little of the customary reverence. One day while his examination was in progress he called for a glass of beer and a sandwich, and coolly answered questions between mouthfuls. His personality was so stupendous that he—"the accused"—dominated the whole proceedings. The Prince of Wales (the late King Edward) on visiting the Chamber could not resist shaking hands with him.

YEAR'S APPLE CROP

Donald Johnson, Dominion fruit commissioner at the Nova Scotia Apple Growers' Convention at Kentville, N.S., referring to the apple crop recently stated that the prospects were that Nova Scotia would have one of the biggest apple crops ever harvested in the province. British Columbia would have a twenty-five per cent. larger crop than last year. New Brunswick would have a good average crop. Quebec would have about half a crop and Ontario would not have more than fifteen per cent. average crop. Eastern Ontario would have a fair crop, but in the rest of the province the crop was practically a failure. The probabilities at the present time were that the apple crop this year would have to be disposed of at home or in the United States, as the British Government had placed apples on the list of forbidden imports and were not likely to remove the embargo.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

Brown Bros., grocers, St. John, N.B., have sold to Wm. Parkinson.

Quebec

Federal Cigarette & Tobacco Co., Montreal, has dissolved.

J. M. Vezina, general store, St. Narcisse, Que., has sold out.

Pure Food Products Co., Ltd., Quebec, Que., has obtained charter.

Menard & Frere, grocers, Bedford, Que., have been registered.

Societe Co-operative Agricole de St. Croix, St. Croix, Que., cheese and butter makers, has been registered.

Mrs. E. S. Meighen, widow of Robert Meighen, former president of the Lake of the Woods Milling Company, is dead.

La Cie C. H. Catelli, Ltee., has been incorporated at Montreal with a capital of \$500,000, to take over the present company of C. H. Catelli Co., Ltd., and deal in food products.

Ontario

J. Hay, grocer, Toronto, Ont., is dead.

D. Lothian, grocer, Toronto, Ont., has discontinued.

H. T. Walsh, grocer, Blackburn, Ont., is selling out.

P. D. Herbert, grocer, Ottawa, Ont., is selling out.

Danforth Bakery, Toronto, has been sold to C. J. Bodley.

A. Bell, general store, La Salette, Ont., has sold to J. J. Casey.

F. Krug, Tavistock, Ont., has sold to Glasgow Warehouse Co.

H. Braidberg, general store, Iroquois Falls, Ont., has discontinued.

Hambly & Messecar, general store, Rockford, Ont., have dissolved.

Fraser & Shaver, grocers, Ottawa, Ont., have been succeeded by V. M. Edey.

Thomas R. Boothby, traveling representative of C. Stephens Limited, of Collingwood, Ont., died in Meaford recently.

Springfield Milk Company, Springfield, Ont., will build an addition to their factory.

Vair & Balkwell, ice cream manufacturers, St. Thomas, Ont., suffered recent fire loss.

Paul De Laney Co., Inc., of New York State, has been licensed to deal in food products in the Province of Ontario.

Armour & Co., incorporated in Illinois, U.S.A., has been licensed to deal in food animals and agricultural products within the Province of Ontario.

Retail Grocers' Association, of Ottawa, has approved plans for the Pure Food Show, and Tuesday of the week has been set aside as "Grocer's Day."

C. de Carter, representative of the Acadia Sugar Refining Company at Kingston, Ont., made a short business trip to Toronto during the week.

The Dominion Canners, Ltd., plant at Strathroy, was destroyed by fire recently with a loss of \$175,000. The loss of the plant will be a severe blow to farmers in the district which will involve other thousands of dollars.

Homestead Canning Factory, at Picton, has received further orders from the British Government for pork and beans, which, it is stated, will tax the capacity of the factory until the first of October. Consumers Produce Company has been incorporated at Toronto with a capital of \$250,000, to carry on business of manufacturing and selling grain, flour, meal, milk and dairy produce.



The late Phillip Marrin, surrounded by a group of his family and friends, from a photo taken some time previous to his death.

Western Provinces

N. Lucien, general store, Elma, Man., is dead.

C. M. Robb, general store, Orion, Alta., has discontinued.

M. Harris, grocer, Seven Persons, Alta., suffered fire loss.

Leeper Bros., general store, Findlater, Sask., have dissolved.

G. F. Williams, general store, Dodds, Alta., has discontinued.

M. L. Pierce, general store, Hearne, Sask., has sold to O. Dixon.

Brown Bros., general store, Eriksdale, Man., have registered partnership.

Burridge Mercantile Co., Ltd., retail grocers, Victoria, B.C., have discontinued.

A. E. Butchart, general store, Brant, Alta., has been succeeded by Mr. Gavier.

T. Hamilton, general store, Laura,

Sask., has been succeeded by M. J. Becker.

Hon. A. P. McNab, head of the McNab Milling Co., Ltd., recently visited Humboldt, Sask.

W. K. Symons, Winnipeg, manager of the Wm. Davis Co., has returned from a trip to headquarters in Toronto.

Royal Crown Soaps, Ltd., employees, of Winnipeg, held their annual picnic to Winnipeg Beach on Saturday, July 7.

Dominion Farm Holders, Ltd., has been incorporated at Alberta with a capital of \$1,000,000 to deal in all kinds of dairy and agricultural products.

The McKenzie Company, Kelowna, B.C., are losing the services of Mr. Harold De Hart, who has been with them for a number of years. Mr. DeHart is joining up for service overseas. Miss Lena Wilson, of Thos. Lawson, Limited, has left that firm and has taken a position in the office of the McKenzie Company.

Lieut. Edgar Robinson, Winnipeg officer, who has been serving with the Royal Naval Air service, and who has been reported as "missing and feared lost." He is the son of Captain William Robinson, Selkirk, Man., and a nephew of J. Robinson, of Robinson & Company, Winnipeg. Lieut. Robinson's brother and sister are both on active service.

James Hastings, president of the Dayton Computing Scale Co. will visit the Winnipeg office during September sometime, together with L. A. Davidson, general manager for Canada. George Bonnycastle, Winnipeg, manager for this company, left for the West on Tuesday, July 17, and will visit his branches. The Winnipeg branch of the Dayton Computing Scale Co. is leading the whole of America in the matter of sales increases, and Mr. Hastings is anxious to take a run out to see the men who have done such good work.

PHILLIP MARRIN DEAD

Prominent Winnipeg Wholesaler Passes Away Suddenly — Large Business Interests Developed From Retail Store — A Man Universally Respected.

The death occurred in Winnipeg on Wednesday, July 11th, of Phillip Marrin, senior partner of the firm of Jobin Marrin Co., Ltd., wholesale grocers, 158 Market Street East, Winnipeg. He suffered a stroke of paralysis at 7 o'clock on the previous evening. There were three strokes in succession, and he passed away at 5.30 on Wednesday morning surrounded by his family. He is survived by his wife and eight children. Osmond Marrin, a son, and buyer for the firm, received the news of his father's

death in Montreal, and returned by the first train in time for the funeral, which was held on Friday, July 13, and was attended by representatives of nearly all the brokers and wholesale grocers in Winnipeg. Among those noticed were D. H. Bain, J. B. Persse, E. Nicholson, W. H. Escott, T. A. Corley, G. B. Thompson, C. H. Grant, H. B. Gordon, A. E. Burns, Crawford Richards, W. P. Riley, Wm. Duff, W. L. MacKenzie, Geo. Cameron, A. Truesdale, Joseph Carmen, Percy Boxer. The funeral was held from St. Ignatius Church, and the floral offerings were very elaborate.

Mr. Marrin was born at Barrie, Ont., seventy years ago, and came to Winnipeg in 1882. He opened a retail store on Main Street with Thomas Jobin, and continued in the retail business until 1899, when a start was made in the wholesale grocery business. The growth of the firm since then has been rapid, due chiefly to the efforts of the late Mr. Marrin.

He was of a very amiable disposition, and it can be truthfully said that he did not have an enemy. It has been his custom to spend his winters for the past ten years in California. He was there last winter, and returned in April very much refreshed for his trip.

While he took no active part in civic affairs, his advice was often sought on various questions. His three sons, Frederick J., Edward C., and Omond are all in the business.

NEW FACTORY TO PRESERVE

FISH AT PRINCE RUPERT

Preparations for building a fish-storage factory at Prince Rupert, British Columbia, for handling all kinds of fresh fish are rapidly going forward, according to the Daily News of that city. The purpose of the new concern is to provide a market not only for halibut and salmon but also for the large quantity of fish taken by fishing vessels and thrown back into the sea as unmarketable.

The projectors claim to have a patent sterilizing process by means of which fresh fish may be mild cured so that it can be shipped in a comparatively fresh state without being packed in ice, and that two weeks after shipment it will show no signs of deterioration.

The process is not new, although it has not been applied extensively so far. Experiments were made some time ago, and shipments were made from Vancouver to Washington, D.C., and to Florida, and these arrived in perfect condition, it is said. By being immersed successively in brines of different temperatures, sterilization is accomplished and the full fresh flavor of the fish is said to be retained.

The new concern will handle all varieties of fish, instead of restricting its purchase to halibut and salmon. It is claimed a ready market will be found for these other kinds of fish in the eastern Provinces and in the United States, and the great quantities of black cod, red cod, and grey cod, and the many

other varieties for which at present the fishermen have found little or no demand, will henceforth be utilized. Large quantities of these are taken by the halibut and salmon fishing boats, and, under existing conditions, are unsalable and have to be thrown away.

PRESIDENT OF NEW COMPANY WELL KNOWN TO GROCERY TRADE

W. W. Leith the president of the newly Incorporated Canada Sauce and Vinegar Company whose picture appears herewith, is well known to the grocery and jobbing trade of Canada. He was formerly on the road for the Dominion Cannery, and has made many friends in different parts of the country. The Canada Sauce and Vinegar Company, was incorporated under the On-



W. W. LEITH

President of the newly incorporated Canada Sauce & Vinegar Company.

tario Companies act to provide for added activities of the concern. The authorized capital is \$50,000.

WINNIPEG PRODUCE MEN FORM LOSS-OFF SYSTEM

Our Winnipeg correspondent writing regarding the enquiry of R. H. Harwood, Elm Creek, Man., who complained of the "loss off" method, says he spoke to a number of packers in Winnipeg, who seemed to be of the opinion that this was the only way to sell eggs, and that all sales will be conducted this way before long. However, Winnipeg jobbers are apparently not selling on this basis now, although they agreed to do so this summer. It seems that some of them did not live up to the agreement, and they all followed suit. So that now sales are being made on "straight receipt" basis.

However, jobbers seem to agree that the other way is the only way of doing business—to pay for what they get. It will make the farmer more careful, but the most important reason for this move is to improve the quality of Canadian eggs. If the farmer is careful and ships his eggs right, there should not be a big

shrinkage. The trouble in the past has been that some farmers seem to lack conscience. Cases have known where farmers have left the door of the incubator open all night, and have mixed these eggs with those going to the country dealer. It has been known for a whole case of eggs to be bad due to carelessness on the part of the farmer.

One Winnipeg house sees nothing else for it, when this new system comes into force, but for the dealer to install a cheap candling system. They claim that it does not take very long to candle thirty dozen eggs, and that is about the limit for the average farmer. Surely they say, the farmer does enough gossiping around town to give him time to wait while that is done. It will have to be arranged for in some way for shrinkage to be charged back to the farmer. That seems to be the only way of making him careful. However, packers would probably rather do the candling themselves, and the day perhaps is not far distant when sales will be made with a margin allowed for shrinkage.

CUBAN SUGAR COSTS

LEAST TO PRODUCE

The cost of producing cane sugar in the United States and possessions is compared with that in Cuba in a report entitled "The Cane Sugar Industry," issued by the Bureau of Foreign and Domestic Commerce. Forty-nine per cent. of the total sugar consumed in the United States is produced in seven of the Western States, two of the Southern States, and in their insular possessions. The remaining 51 per cent. comes from Cuban and other foreign countries. The Bureau's report is the first thorough study of actual conditions in the competing sugar regions that has ever been published.

According to the Government investigators, the average cost of producing cane sugar in Hawaii during the normal crop year 1913-14 was \$44.59 f.o.b. factory. In Porto Rico it was \$52.29, in Louisiana \$79.50, and in Cuba \$28.92. The average marketing cost per ton from factory to delivery in the United States was: For Hawaii, \$9.34, for Porto Rico, \$4.27, and for Cuba, \$5.46. Per pound of sugar delivered in the United States the average cost of the Hawaiian product was 2.697 cents, of the Porto Rican 2.328 cents, of Louisiana sugar 3.975 cents, and for the Cuban 1.719 cents, not counting the duty. With the duty added the cost of Cuban sugar delivered in the United States was 2.7238 cents. For 96 per cent. of all the beet sugar produced in the United States during the same crop year the average cost f.o.b. factory was 3.74 cents a pound.

In Hawaii the average cane production per acre harvested for mill was 43.92 tons, in Porto Rico 20.45 tons, in Louisiana 18.29 tons, and in Cuba 21.32 tons. For every acre of cane Hawaii produced an average of 10,992 pounds of sugar, Porto Rico 4,539 pounds, and Cuba 4,912 pounds of sugar per acre.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

TWO important lines in which advances have been recorded during the week are salt and baking powder. Certain lines of soaps have also been increased in price to the retail trade. Cornflakes have been advanced from the lower quotations and there are indications that higher prices may come quite generally. Corn is now a scarce article, as millers who have been endeavoring to buy in the United States for the manufacture of cornmeal and other products find there is none for sale at present. They state if there are still supplies in the United States they are being held out of the market. One milling concern is out of the market entirely on yellow cornmeal for the reason that corn has not been available. Prices on corn products, such as corn flour and hominy have been moved to higher levels in conformity with the situation in corn. Rolled oats are in firm market, due to the scarcity of the grain for milling purposes.

Cooked meats are quoted higher now that the summer demand has set in heavier. There has been a good demand for barrel pork by the lumber companies of the Maritime Provinces, as they are getting ready for operations in the woods next winter. One large Ontario lumber company has also been in the market for this class of meat. Lard and compound are in easier tone, due to the light demand during the summer months. There is a desire to stir up business and prices are shaded when any business looms up as a possibility. Butter is in easier tone, although prices have not receded. Eggs are higher in price, due to lighter receipts.

Flour held in steady market with a better demand developing. Sugar refiners were still in a divided market, some holding at the advance recorded last week, while one refiner continued to quote at previous prices. Consumption of sugar has not yet started to be heavy. Cloves have been advanced quite generally. Cheaper stocks of coriander seed are on the way and if the ships are not intercepted by submarines lower prices can be expected in this commodity. Some of the first raspberries of the season reached the market during the week. Strawberries are dearer, as the zenith of production is thought to have passed. Business in grocery lines continued quiet.

QUEBEC MARKETS

MONTREAL, July 18.—New potatoes have been slightly firmer in the local market during the week. Beets, carrots and turnips of Quebec production are coming in better quantity, and prices were lower during the week. Canadian table cherries is one of the lines making an appearance during the week. Strawberries have about reached the highest point of production, and from this on are expected to be on the wane. Merchants note there has been a steady consumption in tea in Canada, even in spite of the high prices. Cloves are in very firm market, and advances are anticipated in the near future. There is a scarcity in many lines of fish, due to the bad weather on the East Coast. Halibut from the West Coast is scarce. Business is generally quiet, which is the normal condition for the months of July and August.

Refiners Advance

Sugar 15c Hundred

Montreal.

SUGAR.—Higher prices were made effective by four of the refiners during the past week, but one manufacturer is still quoting 15c under the majority. St. Lawrence refinery led the way in a 15c advance, and Atlantic, Acadia and Dominion followed soon after. These concerns are now quoting on the basis of \$8.20 for extra granulated, while the Canada Sugar Refining Company is still quoting at \$8.05. Recent heavy buying by both American and Canadian refiners of raw sugars had the effect of putting considerable firmness in the market. One of the authorities on the sugar situation computes that some 500,000 bags were sold during the term of the recent heavy

buying in New York. Following are the quotations:

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 20
Acadia Sugar Refinery, extra granulated	8 20
Canada Sugar Refinery, extra granulated.	8 05
Dominion Sugar Co., Ltd., crystal granulated	8 20
Special icing, barrels	8 25
Diamond icing	8 25
Yellow, No. 1	8 25
Yellow, No. 2 (or Golden)	7 55
Yellow, No. 3	7 45
Powdered, barrels	8 15
Paris lumps, barrels	8 65
Paris lumps (boxes), 100 lbs.	8 75
Crystal diamonds, barrels	8 65
Crystal diamonds (boxes, 100 lbs.)	8 75
Assorted tea cubes, boxes	8 65
Cut loaf (50-lb. boxes)	8 90
Cut loaf (25-lb. boxes)	9 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Coffee in Greater Demand in Canada

Montreal.

COFFEE.—One point of note mentioned in connection with coffee markets at present by merchants is the fact that there has really been a steady increase in consumption of coffee in Canada of late. This is attributed to higher-priced tea and prohibition spread in the Dominion. The main coffee markets are still dull as ever, and local markets show no change. Cocoa is also at a dull period, demand being at its summer stage. Prices of the cocoas remain unaltered this week.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Further Advances in Teas Anticipated

Montreal.

TEAS.—While the outlook for the black teas, Indian and Ceylon, is still much as previously pointed out, and altogether dependent on transport possibilities, there develops a more serious outlook for Chinas. The Congous and Gunpowders will probably show the effects of the trouble in China in their market before long, but this does not develop till later in the fall. The local situation is unchanged. The Japan market is very firm for early good quality tea, and second crop is likewise about 20 per cent.

short, the same as first crop. This, together with rumors of further advances in freights, leads to the prospect that teas will be slightly higher. There has been already an advance of from 1½c to 2c per lb. on first and second crop teas, apart from the 2c freight advance, thus making the total advance on freight and leaf from 3½c to 4c a lb.

Pekoe, Souchongs, per lb.....	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spices Firm: Some Marked Scarcities

Montreal.

SPICES.—Shortages of gingers and of cloves are reported this week in the New York markets, and these are felt to have some effect on markets locally in producing firmness. Cloves are especially scarce. These are said to be at their lowest in supply ever known in the trade. They are now quoted at 40c by grinders, and may go higher. There is a heavy demand anticipated for all classes of pickling spices. The herbs will be higher in all probability this fall. Cassias are quiet meantime, but may advance. Gingers are scarce and active. Pimento and mace are steady. The outlook is for firmer-priced spices to importers as ship shortages come to be felt, due to troop transportation from time to time, and other national war needs in America. Higher spice markets across the line may affect Canadian spices to some extent.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves		0 40
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochín		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice		0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk.....		2 00
Carraway, Dutch, nominal.....	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoanut, in pails.....	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Canadian Cherries And New Corn in

Montreal.

FRUIT AND VEGETABLES.—A feature of the market this week has been the abundance of lettuce. Dealers declare there is so much of it that it can hardly be given away. Possibly lot cultivation by citizens may have produced well, and caused less need on the part of consumers. New potatoes have advanced a shade in some quarters to \$7.50 a barrel, and in others to \$8 for No. 1's. No. 2's are quoted at \$7 bbl. Per hamper, No. 1's are \$4; No. 2's, \$3.50. Old potatoes are less in demand now. Beets, carrots, and turnips, all new Montreal crop, are 50c a dozen now. Boston lettuce is off the

market. New corn has appeared. Curly lettuce (Montreal) is 10c a doz. Rhubarb 25c per dozen. Montreal cucumbers, 50c to 75c doz.; Montreal cabbages, \$1 per dozen. Spinach, \$1 per box; parsley, 25c doz. Head lettuce (Montreal), 40c doz. The California soft fruits are now in plenty, and Canadian table cherries have appeared at \$1.50 per basket. The new U. S. apples are here at \$3 a basket. Cantaloupes, 45's, are \$4 a crate, and 15's (flats) are \$1.75 a crate. Bananas and oranges are unchanged since last week. Canadian strawberries are said to have reached the height of production, and are selling at about 15c per quart, quotations varying according to market from day to day. This season's berries were large and of good quality in the main, though by some considered too big owing to moist weather during growth.

Bananas (fancy large), bunch...	2 75	3 50
Oranges—		
Navels, per box		4 50
Floridas		5 00
Valencia (lates)	4 75	5 00
Grape fruit	2 75	3 50
Lemons	5 00	5 50
Limes, box of 80		1 50
Pineapples, Cuban, crate		4 50
Pineapples (Cuban), 24's, each...		0 75
Watermelons (U.S.), each	0 60	0 75
Cantaloupes, crates		4 00
Cantaloupes, flats		1 75
Apples (in boxes)—		
Winesap		4 00
Ben Davis		4 00
Apples, new, U.S., bskt.		3 00
Cauliflower, per doz. bunches...		2 00
Celery, greentop, per crate		4 00
New corn, crate, 5 doz.		3 00
Celery (U.S. washed), doz.		2 00
Onions, Bermuda, crate 50 lbs...		3 25
Onions, Texas (crystal wax), crate 50 lbs.	2 00	2 25
Texas onions (red), crate		2 00
Onions, Australian, sack 100 lbs.		6 00
White onions, per bag (100 lbs.) ..		6 00
Onions, Canadian, new, doz bun.		1 00
Potatoes (Green Mt.), bag 80 lbs.		3 00
Potatoes (new), per hamper	3 50	4 00
Potatoes (new), per bag	7 00	8 00
Potatoes (N.B.), bag		3 00
Potatoes (Quebec)		3 00
Potatoes (sweet), per hamper.....		4 00
Carrots (new), doz. bunches		0 50
Beets (new), doz. bunches		0 50
Parsnips		2 00
Peas (new), per hamper		3 00
Turnips (new), per doz. bunches		0 50
Turnips (old), bag		3 00
Lettuce, curly, per doz.		0 10
Lettuce, Romaine, doz.		1 00
Tomatoes, Mississippi Flats		2 50
Horse radish, per lb.		0 25
Cabbage (new), Baltimore, crate 3 50		3 75
Cabbage (Montreal), doz.		1 00
Beans, U.S. wax, basket		3 00
Beans, U.S., green, basket		3 25
Peas (new, Montreal), bag		2 00
Leeks, per doz. bunches		2 00
Parsley, doz.		0 25
Mint, doz.		0 50
Watercress, doz.		0 50
Spinach (Canadian), box		1 00
Rhubarb, per doz.	0 25	0 25
Eggplant, per crate		6 50
Cauliflower, doz.		2 00
Garlic (Canadian), lb.		0 15
Endive (Canadian), lb.		0 25
Strawberries (crate)		5 00
Cucumbers (Fla.), basket	2 50	3 00
Cucumber (Montreal), doz.		0 90
California plums, box		2 50
Do., peaches, box		2 00
Do., apricots, box		3 00
Cherries (California) box		3 50
Cherries, Canadian table, bkt.		1 50

Fish a Little Scarce and Firmer

Montreal.

FISH.—A scarcity of many lines of fish—notably of dore, is anticipated for

the time being. This is due to bad weather on the East coast, as far as sea fish are affected, and poor fishing results as to the fresh water fish. There may be a further shortage of haddock, steak cod, and mackerel. It seems also that the Western fish is going to be a little scarcer. Advices received in the past few days point to a shortage of halibut, though salmon will be in sufficient quantities for market requirements. Gaspe salmon is also short at present, but some good arrivals may be expected shortly to relieve the situation. The trade in salted, pickled and prepared fish is only limited at present, although some inquiries are coming from the trade. Bulk and shell oysters, clams, scallops, etc., are quiet, without feature of note. Some firmer prices will be noted in some lines of fish.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box		1 40
Smoked eels		0 12
Smoked herrings (med.), lb.		0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	17 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	2 75

FRESH FROZEN SEA FISH.

Halibut	15	17
Haddock, lb.		06
Mackerel		10
Cod steak, fancy, lb.		8
Salmon, Western	15	
Salmon, Gaspe	16	18

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 11	0 12
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20

Oysters—

Selected, gal.		2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.		12 00
Malpeque oysters (choice), bbl.		12 00
bbl.		10 00
Cape Cod shell oysters, bbl.		12 00
Clams (med.), per bbl.		8 00

FRESH FISH

Haddock	0 06	0 07
Steak Cod		0 08
Market Cod	0 05	0 06
Carp	0 10	0 11
Dore		0 20
Lake trout	0 13	0 16
Fike	0 10	0 11
B. C. Salmon		0 18
Gaspe Salmon		0 20
Gaspereaux, each		0 05
Western Halibut	0 17	0 20
Eastern Halibut	0 16	0 17
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch		0 09
Bullheads		0 12
Whitefish	0 14	0 15
Eels		0 10
Brook trout		0 30
Mackerel (large), each		0 20
Mackerel (medium), each		0 18

ONTARIO MARKETS

TORONTO, July 18. — Several changes have been made in lines that are popular selling commodities in the grocery trade. Baking powder and baking soda, salt, sauces of various kinds, cornflakes have been among the lines in which changes have been made. At the time of writing Canada Sugar Refinery was still quoting below other refiners. There has been a better demand for cooked meats of various kinds and prices have been advanced from 1c to 2c per pound on these. Barrel pork is in better demand from the lumber companies of the Maritime Provinces and one lumber company in Ontario has been in the market for winter supplies of mess pork. Butter was in easier tone although prices did not recede. Eggs are higher. Maple sugar arrived in the local market in fairly good quantities during the week. Business continues quiet, common to the summer months.

Canadian Sugar Market Still Divided

Toronto.

SUGAR.—Canadian refiners were at the time of writing still quoting on a different basis, the Canada Sugar Refining Company being 15c under the other refiners. Consumption of sugar is reported as not heavy as yet from the Canadian consumers. Refiners for the most part are not booking heavily due to the division in the market. Conditions on the Island of Cuba continued favorable for the week with the number of centrals still grinding, estimated at 14 as compared with 12 at the same period last year. To July the visible production on the Island is 2,764,217 tons as compared with 2,858,786 tons last year, being only 115,569 tons behind last year. Rain has continued in that section during the week and the fields are reported in fine condition. The planting of new crop is progressing steadily. Raw sugar in New York held in a firm tone during the week, sales being made on the basis of 6.52c duty paid. Canadian and American refiners during the week purchased some 50,000 bags of full-duty sugar on the basis of 6.27c. The freight situation from the Island of Cuba was active during the week and higher rates were paid, tonnage being engaged at 45c as compared with 30c to 35c last week from Cuba to New York.

Atlantic. St. Lawrence extra granulated sugars	8 34
Acadia Sugar Refinery, extra granulated	8 34
Can. Sugar Refinery, extra granulated	8 19
Don. Sugar Refinery, extra granulated	8 25
Yellow, No. 1	7 94
Specing icing, barrel	8 54
Powdered, barrels	8 44
Paris lumps, barrels	8 94
Assorted tea cubes, boxes	8 94

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Baking Powder And Soda Advance

Toronto.

BAKING POWDER, SODA, SAUCES.—Higher prices were recorded on Crown baking powder, 16-oz. now being quoted at \$2 doz., 8-oz. \$1.35 and 4-oz. remaining unchanged. 1900 Dairy baking powder is quoted at \$2 per dozen for 16-oz., \$1.40 for 8-oz. and 90c for 4-oz. Cow brand soda is quoted at an advance, the new prices being \$3.50 for 1-lb. and 10-oz. packages, \$3.75 for 8-oz. and \$3.60 for assorted. Bicarbonate of soda in 112-lb. kegs is quoted at \$3.75. Putz cream in 3-oz. size is now quoted at 95c dozen, 4-oz. at \$1.25 and 8-oz. at \$1.85. Silver putz cream in 4-oz. is quoted at \$1.25 and 8-oz. at \$1.85. Holbrook's sauce is higher, being quoted at \$2.35 dozen. Same brand of malt vinegar is quoted at \$2.35 dozen. Puritan soap has been advanced to \$3.35 box and 1899 soap also to \$3.35 box. Tip Top soap chips have been advanced to \$5.75. Fray Bentos corn beef has been advanced to \$4 per dozen. Reckitt's blue is now quoted at an advance, present selling price being 19c per pound.

Unusual Conditions In Salt Industry

Toronto.

SALT.—Advances have been recorded in certain lines of salt during the week, amounting to 10c. Dairy salt is now quoted at 85c to 90c, for 50's, fine salt at 60c to 55c for 50's and coarse at 70c to 65c. Windsor salt has been advanced to 60c dozen for 3's and \$1.25 dozen for 7's. With respect to the unusual conditions in the salt industry at the present time one of the large Canadian manufacturers made the following statement to CANADIAN GROCER: "Owing to the almost continuous embargoes by the railways during the past winter, shortage in car supply and the unsatisfactory labor conditions, during which time orders accumulated and since then the labor situation has been such that we have been unable to carry on our operations with any degree of satisfaction and are unable to obtain sufficient or efficient help. In addition to the shortage of labor, Quebec and the Maritime Provinces have been calling on us for large quantities of salt to take the place of that which under normal conditions ordinarily comes from England but is not now available, owing to shortage of boats and high ocean charges. We are doing the best we possibly can to take care of our trade requirements, but find it exceedingly difficult to convince many of our customers that the abnormal conditions under which we are operating are as serious as they really are, and the average buyer neglects ordering salt until stocks in many instances are

almost wholly exhausted. They are very much annoyed and inclined to blame everyone but themselves if their orders do not receive immediate attention and shipment without delay."

Importers Advance Prices On Molasses

Toronto.

MOLASSES, SYRUPS.—As recorded in these columns last week an advance of 6c per gallon has been made by importers on the price of fancy Barbadoes molasses and 2c per gallon on West India. At the time of writing, however, wholesalers had not advanced their prices in conformity with increased costs and from this it will be seen the market is in a firm position. There is a shortage of tonnage to bring the goods from the estates where they are manufactured. Corn syrups and cane syrups held in steady position during the week.

Corn Syrups—

Barrels, per lb.	0 06 1/2
Cases, 2-lb. tins, 2 doz. in case	4 60
Cases, 5-lb. tins, 1 doz. in case	4 95
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.	

Cane Syrups—

Barrels, first grade	0 06 1/2
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	5 50

Molasses—

Fancy Barbadoes, gal.	0 78	0 82
West India, 1/2 bbls., gal.	0 46	0 50
West India, 10-gal. kegs.	0 60	0 60
Tins, 2-lb., table grade, case 2 doz.	4 25	
Tins, 3-lb., table grade, case 2 doz.	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	

Packing New Crop Peas Has Started

Toronto

CANNED GOODS.—Canners in various parts of the country have started on the new pack of peas. It is understood the prospects are favorable for a good pack. It is expected new prices will be announced about the first of next month. New prices on canned salmon had not been named at the time of writing as labor conditions at the coast have made announcement of prices somewhat later than usual. There is a disposition for wholesalers to endeavor to clear out existing stocks and to this end Alaska pinks in certain instances were quoted 10c under last week's quotations. Pineapple 1's are about out of the market. Prices on other canned lines held steady.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—

Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, 1/2-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, 1/2-lb., doz.	2 65	3 00

Canned Vegetables—

Beets, 3s	1 50	1 90
Tomatoes, 2 1/2s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42 1/2	1 50
Peas, early June	1 52 1/2	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2 1/2s	1 95	2 10
Apples, gallons, doz.	3 85	4 00

Quotations On Greek Currants Declined

Toronto.

DRIED FRUITS.—Cable quotations from Greece during the week announced a decline of 5's from the quotations recently made on currants, following the raising of the embargo. Cable advice also announced that shipping space was available. In the face of this condition there has been very little booking on Grecian currants as they are still above the basis of the Australian currants. Buyers are staying out of the Grecian currants anticipating that prices may be lower. The California Prune Association again entered the market and quoted on a basis of 6½ which was an advance of ½c from recent opening price. Oregon prunes were easier in price. Prices on new crop apricots have been announced by the association but prices are high and the local wholesale trade has not shown any interest in them.

Apples, evaporated, per lb. 0 13½ 0 14½
Apricots, choice, 25's, faced. 0 24 0 26

Candied Peels—

Lemon 0 26 0 27
Orange 0 27
Citron 0 33

Currants—

Filiatras, per lb. 0 22
Australians, lb. 0 23 0 24

Dates—

Excelsior, pkgs., 3 doz. in case 3 60
Dromedary dates, 3 doz. in case 4 50

Figs—

Taps, lb. 0 05½ 0 06
Malagas, lb. 0 10

Prunes—

30-40s, per lb., 25's, faced. 0 16
10-lb. boxes, 30-40s 0 16½
40-50s, per lb., 25's, faced. 0 15½
50-60s, per lb., 25's, faced. 0 15
70-80s, per lb., 25's, faced. 0 13
80-90s, per lb., 25's, unfaced. 0 12½
90-100s, per lb., 25's, faced. 0 10½

Peaches—

Standard, 25-lb. box 0 13
Choice, 25-lb. boxes 0 13½ 0 14
Fancy, 25-lb. boxes 0 15

Raisins—

California bleached, lb. 0 14½ 0 15
Valencia, Cal. 0 10½ 0 11
Valencia, Spanish 0 10 0 12
Seeded, fancy, 1-lb. packets. 0 12 0 13
Seedless, 12-oz. packets 0 12½ 0 13½
Seedless, 16-oz. packets 0 15 0 16

Tea Came To Canada Via San Francisco

Toronto.

TEA.—A shipment of Java teas for the Canadian market have recently reached local buyers which was routed via San Francisco. This is somewhat unusual for tea to come over this route. There is some little trouble being experienced in getting the Canadian customs officials to allow the tea in without the necessity of paying 10 per cent. duty. Bill of lading should read from the point of origin if the advantage of in-bond goods is to be secured. Apparently this consignment of tea was billed to San Francisco and reshipped from there. Under this condition the importers would be called upon to pay duty as coming from the United States. The matter is not being negotiated as to whether or not this duty will have to be paid. Small consignments of India and Ceylons continue to petre through as shippers on the

other side are unable to get full shipments across. Prices held steady during the week as recent prices and some fairly good sales were recorded.

Ceylons and Indias—

Pekoe Souchongs 0 45 0 46
Pekoes 0 46 0 47
Orange Pekoes 0 48 0 50
Broken Pekoes 0 50 0 55
Broken Orange Pekoes 0 52 0 55
Broken Pekoes 0 40 0 42

Javas—

Broken Pekoes 0 40 0 42

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Big Demand For Cocoa Keeps Up

Toronto.

COFFEE, COCOA.—There is a continued good demand for cocoa which is quite unusual. Some large dealers state they have never been busier than at the present. Prices on this commodity held steady. Coffee was unchanged but with each rumor of peace there is given a certain undertone of firmness to the market. Germany is expected to buy heavily as soon as the goods can be taken into that country. Chicory is in abnormally high market with supplies about exhausted until new crop comes in November.

Coffee—

Bogotas, lb. 0 28 0 30
Maracaibo, lb. 0 25 0 28
Mexican, lb. 0 27 0 31
Jamaica, lb. 0 26 0 27
Mocha, Arabian, lb. 0 35 0 40
Rio, lb. 0 20 0 25
Santos, Bourbon, lb. 0 25 0 26
Chicory, lb. 0 17 0 20

Cocoa—

Pure, lb. 0 25 0 30
Sweet, lb. 0 16 0 20

Cloves Have Moved Upward 5c Pound

Toronto.

SPICES.—It was announced in these columns last week that one concern had increased the price of cloves until the lowest quotation was 40c per pound. This upward movement has now been shared quite generally by the dealers, making the range now from 40c to 45c per pound. The firm situation in this commodity has been caused through the embargo placed on shipment of goods from Zanizibar. Arrival of coriander seed has not yet been reported. Locally stocks are reported light on this seed and with the coming of additional supplies it is expected the market will be lower. Allspice was quoted 1c per pound higher in certain quarters during the week, making the range from 16c to 18c.

	Per lb.
Allspice	0 15 0 18
Cassia	0 25 0 35
Cinnamon	0 40 0 50
Cayenne	0 30 0 35
Cloves	0 40 0 45
Ginger	0 25 0 35
Mace	0 90 1 25
Pastry	0 25 0 30
Pickling spice	0 22 0 25
Peppers, black	0 33 0 38
Peppers, white	0 38 0 45
Nutmegs, selects, whole, 100's...	0 40
Do., 80's	0 45 0 50
Do., 64's	0 60
Mustard seed, whole	0 25 0 30
Celery seed, whole	0 40 0 45
Coriander, whole	0 30 0 38
Caraway seed, whole	0 75 0 90

Cream of Tartar—

French, pure 0 60
American high test 0 65

Better Prospects For Rice Crop Now

Toronto.

RICE AND TAPIOCA.—With the breaking of the drouth in the Southern United States more favorable conditions for the new crop rice now exist. In the United States it is felt that the Government will prevent speculation in rice and this will be a factor to reckon with on new crop. There is no embargo in that country on the shipment of rice and the export situation no longer gives support. Locally there is a continued good consumption of rice as people acquired the habit during the winter and spring when prices were so high on potatoes. Tapioca held in steady market during the week.

Texas, fancy, per 100 lbs.	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs.	0 12	
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	7 50	8 00
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 12½	0 14½

Extreme Heat Is Drying Up Walnuts

Toronto.

NUTS.—There is a possibility that California walnuts will not be a big factor in the local market this coming season as it is anticipated they will be scarce. A continued heat wave is reported to be drying up the nuts. There is a big demand for these in the shell in different parts of the United States and with the scarcity of labor it is thought there will not be very large stocks available for the Canadian market. This was a nut trade that had only started in this market during the past winter season and there was every promise that it would grow. French walnuts are in firm market, September shipment now being quoted.

In the Shell—

Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20

Shelled—

Almonds, lb.	0 45	0 48
Walnuts, lb.	0 58	0 60
Walnuts, California		
Peanuts, lb.	0 17	0 18

Outlook For New Crop Beans Is Doubtful

Toronto.

BEANS.—Reports on the bean situation in Ontario so far have not been encouraging. Continued wet weather has kept the beans back and they are patchy in growth on low-lying land. In some districts furthermore they have been attacked by a bug which is destroying the plants. One farmer who planted a large acreage has had his entire crop decimated by this pest. Shipments of Rangoon beans are expected to reach the local market early in August and

will in all probability be easier in price. It is reported the Canadian customs department has placed an embargo against the entry of Rangoon beans into Canada.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush.	10 00	10 50
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel		9 60
Japanese, per bush.		9 00
Limas, per pound	0 17	0 20

Cornflakes Have Been Moved Higher

Toronto.

PACKAGE GOODS.—Cornflakes of the Krinkle brand have been advanced to \$3.30 per case, which makes an increase of 35c. The range on the various brands of cornflakes is now within narrower limits, being from \$3.30 to \$3.40 per case. Other brands of cornflakes are in firm market and some dealers anticipate there will be higher prices. There has been a very free demand for rolled oats, largely for the export trade. Cornstarches and starches held in steady market following the advances of last week.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s		4 80
Rolled oats, round, regular 2-lb size, case		1 75
Rolled oats, round, regular 2-lb.		
Shredded wheat, case		4 00
Cornstarch, No. 1, pound cartons		0 11
No. 2, pound cartons		0 10
Starch, in 1-lb. cartons		0 11
Do., in 6-lb. tins		0 12 3/4
Do., in 6-lb. papers		0 09 1/2

Cod And Haddock Comparatively Cheap

Toronto.

FISH.—Consumers at the present time are perhaps failing to recognize the cheapness of cod and haddock as a meat. Whitefish, trout and hilibut are having the heaviest demand, the prices ranging from 13c to 17c per pound wholesale. Cod and haddock on the other hand range in price from 7c to 10c per pound. There could be considerable saved in the family meat bill if this fact were borne in mind in making purchases. Last week the supplies of cod and haddock were plentiful but during the first part of the present week were scarce. Halibut has advanced at the coast but local prices remain unchanged during the week. Pike and pickerel were scarce during the week. Whitefish was in fairly good supply but salmon trout was comparatively scarce for the greater part of the week. Prices remained unchanged in the various lines.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box		1 50
Digby herring, bundle 5 boxes	1 10	1 25

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks		2 60
Salt mackerel, kits 15 lbs.		2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 16 1/2	0 17
Halibut, frozen	0 16 1/2	0 17
Salmon, Restigouche, lb.	0 19	0 20
Do., B.C., red spring	0 19	0 20
Haddock, fancy, express, lb.	0 07	0 08
Herrings, frozen	0 06	0 06 1/2
Steak cod, fancy, express, lb.	0 09	0 10
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10

Winkles, per bag		1 75
Clams, per 100		1 00
FRESH LAKE FISH.		
Herring, per lb.	0 08	0 09
Pike, lb.		0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibees, fresh, lb.	0 09	0 10

Canadian Tomatoes Now Reaching Market

Toronto.

VEGETABLES.—The first Canadian tomatoes grown outdoors in the Leamington district reached the local market during the week and were quoted at \$2.50 to \$3 per 11-quart basket and \$1.25 for 6-quart basket. Canadian green peppers were also in the market for the first and were quoted at \$1 for 6-quart and \$2 for 11-quart baskets. Virginia potatoes were in lower market, being quoted at \$7.25 per barrel. Canadian peas are down in price and are reaching the market in better supply. Imported green string beans are now off the market and their place is being taken by the Canadian product, which is being quoted at \$1.50 for 11-quart basket. Florida celery is off the market but Michigan variety is being quoted at 50c per dozen bunches. Ontario vegetables are now getting the ascendancy in the local market.

Asparagus, Can. grass, 11-qt. bkt.	1 25	1 (75)
Beets, doz. bunches		0 30
Beans, green, string, 11-qt.		1 50
Cucumbers, Can., hothouse, 11-qt. basket	1 75	2 00
Cabbage, Canadian, case	3 00	3 25
Cabbage, Can., hamper	1 50	1 75
Carrots, new, doz. bunches	0 25	0 30
Celery, Mich., doz.		0 50
Lettuce, leaf, doz. bunches		0 20
Canadian head lettuce, doz.	0 50	1 00
Mushrooms, lb.		0 75
Onions—		
Texas, 50-lb. box	2 25	2 50
Green, per doz. bunches	0 20	0 25
Potatoes—		
New, barrel		7 25
New, Ontario, 11-qt.		
Peas, Canadian, 11-qt. bkt.	0 50	0 60
Green peppers, basket	1 00	2 00
Radishes, doz. bunches	0 20	0 25
Spinach, bushel hamper	0 40	0 50

Tomatoes, Miss., 4-bkt. carriers		2 25
Canadian, 11-qt.	2 50	3 00
Canadian, 6-qt.	1 25	1 50
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 10	0 30

First Raspberries Of Season Now In

Toronto.

FRUIT.—The first raspberries of the season reached the local market during the week and sold at 20c per quart. Supplies are light as yet as the crop has only commenced. With favorable conditions the crop is expected to be fairly good. Strawberries were scarcer during the week as the heaviest producing time is over. They are now quoted from 13c to 14c per quart. Hamper of yellow American harvest apples reached the local market during the week and were quoted at \$3. Some fine samples of gooseberries were shown and in the 11-quart size were quoted at \$1.25 to \$1.50 per 11-quart basket. Georgia peaches were quoted lower at \$3.25 to \$3.50 per carrier. The first California Bartlett pears to arrive in large quantities came in and were quoted at \$5 for 46-lb. box. Canadian fruit is more in evidence now that the season is progressing.

Apples—		
Hampers, American		3 00
Bananas, yellow, bunch	3 00	4 00
Cherries, Cal., box		2 50
Cherries, Can., basket	0 75	1 00
Do., Eaton, blacks	1 75	2 00
Oranges—		
Cal. late Valencia	4 00	5 00
Grapefruit, Cuban, case	4 00	4 25
Floridas, case	5 00	5 50
Gooseberries, Can. qt.	0 07	0 08
Do., 11-qt. bkt.	0 60	0 75
Do., 11-qt., large	1 25	1 50
Lemons, Cal., case	6 00	6 50
Do., Verdillia, case	6 00	6 50
Pineapples, Cubans, case	3 75	4 00
Peaches, Georgia, 6-bkt. carrier	3 25	3 50
Pears, Cal. Bartlett, box		5 00
Plums, Clyman, box	2 00	2 25
Rhubarb, doz. bunches	0 20	0 30
Strawberries, quart	0 13	0 14
Raspberries, quart		0 20
Watermelons, each	0 60	0 90

MANITOBA MARKETS

WINNIPEG, July 18.—Some of the leading refiners advanced the price of sugar fifteen cents last week, but early this week Redpaths were selling fifteen cents below the others. An advance on salt has gone into effect, which on an average amounts to about ten per cent. Blue Ribbon tea went up, their best seller now costing the retail trade 44-45c, this being an advance of four cents. Mothers macaroni is now quoted 2.35, this being a decline of 30c. Flake white is down a half cent per lb. Dwight's bicarbonate of soda advanced 25c per case. Starches, both laundry and cooking, are up 1/4c per lb.

Sugar Prices Declined; Country Trade Steady

Winnipeg.

SUGAR.—Atlantic and St. Lawr-

ence sugars advanced 15c per cwt. last week. The market was reported firm. Country dealers, despite the advancing market, seem to be buying sugar as needed, and very little speculating is done.

Apricots To Be High; Seeded Raisins Advanced

Winnipeg.

DRIED FRUITS.—New crop goods appear to have opened up in California at a surprisingly low figure. Apricots are said to have opened up several cents below prices prevailing some weeks ago. On the basis of old figure, the price to the consumer was around 30c, which was a little too high. However, despite the fact that the market on new apricots has opened comparatively low, brokers in Winnipeg insist that we shall not see cheap apricots by any means. Fancy

seeded raisins have advanced in California $\frac{1}{2}$ c over the price paid in February for new crop.

Dried Fruits—			
Apples, evap., 50-lb. boxes, lb.	0 14		
Apples, 25-lb. boxes	0 14 $\frac{1}{2}$		
Apples, 3-lb. cartons, each	0 46		
Pears, choice, 25's	0 15		
Apricots—			
Choice, 10's	0 25		
Peaches—			
Choice, 25-lb. boxes	0 12		
Choice, 10-lb. boxes	0 13		
Currants—			
Fresh cleaned, half cases,			
Australian, lb.	0 19	0 22	
Dates—			
Hallowees, 68-lb. boxes	0 13		
Fards, box, 12 lbs.	2 05		
Raisins, California—			
16 oz. fancy, seeded	0 11 $\frac{1}{2}$		
16 oz. choice, seeded	0 11		
12 oz. fancy, seeded	0 09 $\frac{1}{2}$		
12 oz. choice, seeded	0 08 $\frac{3}{4}$		
Raisins, Muscatels—			
3 crown, loose, 25's	0 09 $\frac{1}{4}$		
3 crown, loose, 50's	0 09		
Raisins, Cal. Valencias—			
3 crown, loose, 25-lb. boxes	0 10		
3 crown, loose, 10-lb. boxes	0 10 $\frac{1}{2}$		
Figs—			
Cooking, in mats	0 07 $\frac{1}{2}$		
Mediterranean, 33-lb. mats	0 08 $\frac{1}{2}$		
Prunes—			
90 to 100, 25s	0 10 $\frac{1}{4}$	0 11 $\frac{1}{2}$	
40 to 50, 25s	0 10 $\frac{3}{4}$	0 16 $\frac{3}{4}$	
Peels—			
Orange, lb., 7-lb. boxes	0 22 $\frac{1}{2}$		
Lemon, lb., 7-lb. boxes	0 21 $\frac{1}{4}$		
Citron, lb., 7-lb. boxes	0 25		

Tapioca Continues in Firm Market

Winnipeg.

RICE AND TAPIOCA.—It looks as though the scarcity of tapioca which has existed for some weeks now, is going to continue, as sales were made in Winnipeg last week which would make price to the consumer 18c.

Japan, No. 1, lb, 50-lb. sacks	0 06 $\frac{3}{4}$
Japan, No. 2, lb.	0 05 $\frac{1}{4}$
Siam, lb.	0 05 $\frac{1}{4}$
Patna, lb.	0 06 $\frac{1}{2}$
Tapioca, lb.	0 12
Sago, lb.	0 11

Salt Prices Higher; Deliveries Are Backward

Winnipeg.

SALT.—An advance has gone into effect here averaging roughly about ten per cent. The reasons for this advance are the same as those given in the past. It is well known that manufacturers have been severely handicapped, and that they are behind in their deliveries. New prices are as follows:—

Common, Fine	\$2.95
“ Coarse	3.15
“ Jute Sacks	.59
Extra Coarse	3.25
Duck Bags	.77
Table 3-lb. bags	5.10
“ 5-lb. bags	4.80
“ 2-lb. bags 150	5.40
“ 2 $\frac{1}{2}$ -lb. bags 120	5.20
Regal, free running, 2 dozen to case	1.85

Tobacco And Jam Prices Are Higher

Winnipeg

TOBACCO.—The Imperial Tobacco Co., have changed their sizes on a number of lines, and prices are up from five to ten per cent., although the average will be nearer 5 per cent.

JAM.—New prices are being named on this years pure jam, and indications

are that they will be lower than expected. One manufacturer reports that they could be justified in advancing their price 4c per pail, so that he does not expect opening prices to prevail very long. This manufacturer recently took a trip throughout the United States and states that the outlook for strawberries is not so good as was expected. Demand in the United States has been very heavy. In some districts the blossom was effected by rain so that only half the crop matured; on the other hand there was a big crop in the South.

New Supplies of Nuts Are Uncertain

Winnipeg.

NUTS.—There seems to be an easy feeling about this market although spot stock in ice houses is being exhausted, and it is hard to figure on new arrivals on account of scarcity of tonnage.

Nuts—In Shells—

Almonds, Tarragano (soft shell, lb.)	0 21 $\frac{1}{2}$
Brazils, medium washed (Nigger Toes), lb.	0 19
Filberts, genuine Sicily, lb.	0 18 $\frac{1}{2}$
Peanuts—Virginia—	
Choice roasted, fresh, lb.	0 14 $\frac{1}{4}$
Fancy roasted, fresh, lb.	0 15 $\frac{3}{4}$
Jumbo roasted, fresh, lb.	0 17
Walnuts, French Marbots, lb.	0 14 $\frac{1}{2}$
Walnuts, Manchurian (Jap.), lb.	0 13 $\frac{1}{2}$

NUTS—SHELLED.

Spanish Valencia Almonds—	
In 28-lb. boxes, lb.	0 41
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 48
Spanish Shelled Peanuts—	
No. 1 Spanish peanuts, lb.	0 14 $\frac{1}{2}$

Coffee Market Easy; Many Markets Closed

Winnipeg.

COFFEE.—The market is very easy, and sales are being made to jobbers at 1 $\frac{1}{2}$ c below previous price. There is not much likelihood, however, of price to the retailer being any lower in the immediate future, although a much lower primary market is expected. The reason for this easiness is that the market for this big crop is almost limited to the American continent.

Spices Are Firm; Bird Seed Scarce

Winnipeg

SPICES.—All lines seem to be very high with the exception of allspice, which is down in price, the price being about the same as before the war. Cloves are 50 per cent. higher to-day than they were before the war. New price of whole black pepper would make price to the retailer about 35c. Jamaica ginger is selling in the primary market on a basis of 30c. There seems to be very little cream of tartar in this market, and it is bringing a high price. Brokers report that canary seed is bringing such high prices in New York that it is practically off the market. Based on price quoted to-day, the pobbler would pay 71c per lb. f.o.b. New York, so that it is not likely to reach Winnipeg. Stocks of spices in Winnipeg appear to be fairly good.

White Fish Easier; Trout Is Scarce

Winnipeg.

FISH AND POULTRY.—Whitefish is slightly easier, selling at 11-12c. There has been a fair catch of whitefish, and this is making prices slightly less. Salmon was not too plentiful this week, and is bringing 20c; it is not likely to drop to 19c until supplies are better. Halibut is rather scarce at 15c. Pickerel is off the market until the fall. Trout is a little scarce, which is usual in July, although local dealers do not fear a shortage; the trade are paying 15c to-day, but this price is likely to be a little higher later on. All dealers seem to be holding back from poultry, as stock on hand seem to be rather large, and dealers are afraid of prices being cut on fresh stuff.

Whitefish	0 11	0 12
Salmon, frozen		0 15
Salmon, fresh	0 20	0 21
Halibut, fresh		0 15
Cod		0 12
Kippers, boxes		2 00
Bloaters, boxes		2 00
Lake trout		0 15
Mackerel, 20-lb. kits		3 00
Finnan haddie, lb.		0 13 $\frac{1}{2}$
Salt herrings, bbl.		5 50
Salt herrings, 20-lb. pails		1 50
Smelts, extra		0 23
Brook trout, frozen		0 35
Sea herring		0 07 $\frac{1}{2}$

Potato Prices Dropping; Old Supplies Available

Winnipeg.

FRUIT AND VEGETABLES.—New lines on the market include new potatoes, prices of which is varying, and is liable to drop considerably this week. Some houses are quoting as high as \$3.25 or more. B. C. potatoes should be in by this time, selling around \$2.50. Old potatoes are bringing \$1 per bushel. There are still lots of old potatoes on the market, and the quality is fair. Manitoba potatoes are expected around August 3, when prices should be considerably lower. New peas selling at a fairly low price should be here in a few weeks. There has been an advance of \$1 per case in lemons, which are now quoted \$7. Cherries have dropped to \$4 for 25-lb. boxes. There is also a decline in canteloups, flats, which are bringing \$2.50.

Asparagus, doz.	1 00
Beans, cream	3 50
Potatoes, New B. C.	2 80
Manitoba old potatoes, bush	1 00
Carrots, new, bag	5 00
Turnips, new, bag	4 75
Cabbage, Cal., lb.	0 04
Lettuce, leaf, doz.	0 15
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 15
Tomatoes, Tennessee, case	2 50
Fruits—	
Oranges, Valencias	5 25
Lemons	7 00
Grape Fruit	6 00
Wine saps, box	2 50
Strawberries, Hood Rivers, case	
24 pints	4 00
Bananas, lb.	0 06
Cherries, 25-lb. box	4 00
Watermelons, doz.	8 00
Cantaloups, flats	2 50
Cantaloups, standard, 45 to case	6 50
Apricots, crate	2 50
Plums, crate	2 50
Peaches, crate	2 00
Gooseberries, lb.	0 15

How War Has Shifted Canada's Imports

Latest Official Figures Show Enormous Increase in Trade With the States—Japan Coming on Rapidly—How Increased Values Modify Quantities.

SOME very interesting comparisons are suggested by a study of the returns of the trade of Canada just issued by the Department of Trade and Commerce for the twelve months ending March 31. These include figures of Canada's imports, under headings and countries of origin for the past four years, and make it possible to see the changes in the trend of our trade from one source to another during the period of the war.

The first point that should be noted, and one that invariably is passed over by Ottawa correspondents, who do not understand its significance, is that many of the increases in imports and exports alike do not represent larger quantities as the greater values would seem to indicate, but simply increased values in the goods themselves. In many woolen articles, for instance, the values set down for the Customs Department have more than doubled since the beginning of the war. Hence if the imports of a certain line in 1914 amounted to \$1,000,000, and the imports in 1917 reached \$2,000,000, the only correct assumption is that the quantity imported during 1916-17 is barely equal that of the year 1913-14. In practically every case where the imports remain the same, the real significance of the figures is that the imports have been cut in two. The same applies to the exports of Canadian products.

This increase in values, that must be considered as a modifier of the official figures, includes nearly every department in the list. There are metal goods that have advanced from a \$4 wholesale price to \$12 in the past three years; many that show an increase of 100 to 150 per cent.

One other point must be considered: that for the purposes of customs duties goods must be entered at their values "at the time of shipment," not the price at which the contract was made two, three, six, eight months, or often a year before. This in itself makes the customs valuation abnormally large for the two years or so.

The figures given herewith cover the four fiscal years ending with March 31, from 1914 to 1917.

The total imports for 1914 were \$410,130,474 dutiable goods, and \$208,198,400 of free—outside of the 5 or 7½ per cent. war tax—while for 1917, these had risen to \$461,708,200 of dutiable, and \$383,622,697 of free. The increased values of the latter goods show that the quantity of dutiable imports for 1917 was really less by a large margin than four years ago, and about the same, not more, in goods like raw cotton and wool that came in free before. For the year 1915 the totals fell far below the previous year as business slumped all over Canada, so that the total was nearly 30 per cent. less. In 1916, there was a small increase in imports.

Shifting of Trade

The most interesting figures, however, are those that indicate the shifting of trade from one country to another, as shown in the table. Trade with the United Kingdom became increasingly difficult as enlistment grew more strict and factories were commandeered for munitions purposes. Transportation troubles kept the imports from overseas down also. The total imports of \$131,942,249 in 1914 shrunk to \$90,083,178 in 1915, and to \$77,370,682 in 1916, while it is very doubtful whether the total of \$107,071,181 for 1917 does not represent an actually smaller quantity.

Big Increase With U.S.

Turning to the United States the tendency of late has been the reverse. The imports for 1914 were \$395,565,328. Bad business conditions cut this down to \$296,632,506 the next year, but there was a recovery of \$370,497,867 in 1916. By one year later the tremendous expansion of trade in Canada had increased the 370 millions to 664 millions, indicating that the increased business had been transferred from Great Britain to the United States, in what respects will be considered later.

Trade With Germany

Trade with Germany in these years sank as follows:—

1914	\$14,586,223
1915	5,086,986
1916	86,304
1917	14,132

Even the existence in so slight a form as \$14,000 may surprise some, but, in the absence at the time of writing, of more details, it may be assumed that this represents dyestuffs that were allowed to come over to the United States via Rotterdam chiefly, by special arrangement. A comparison of the whole list shows that German imports stood third in 1914 with France a close fourth.

Japanese Trade Growing

One other significant story stands out of these statistics; the growth of trade with Japan. In a recent issue DRY GOODS REVIEW contained a story from a Canadian department store manager on his return from a buying trip to Japan, in which he prophesied big developments. That these have already taken place the customs figures show.

(Continued on page 45.)

TRADE OF CANADA—12 Months Ended MARCH

	TWELVE MONTHS ENDED MARCH			
	1914	1915	1916	1917
Dutiable goods	\$410,130,474	\$279,717,254	\$289,332,729	\$461,708,206
Free goods	208,198,400	175,654,117	218,450,632	383,622,697
Total merchandise	\$618,328,874	\$455,371,371	\$507,783,361	\$845,330,903

IMPORTS BY COUNTRIES.

	1914	1915	1916	1917
Australia	\$ 913,111	\$ 412,205	\$ 1,062,692	\$ 762,113
British Africa	522,916	338,403	179,181	221,544
" East Indies	7,218,987	6,547,548	6,780,461	6,899,983
" Guiana	3,178,462	2,993,534	5,636,630	7,192,893
" W. Indies	4,354,849	6,186,261	6,286,914	14,251,310
Newfoundland	1,840,523	1,242,800	1,576,591	2,146,958
New Zealand	3,192,900	3,908,616	3,310,358	2,242,515
United Kingdom	131,942,249	90,083,178	77,370,682	107,071,181
Other British	1,434,042	3,555,220	2,992,729	3,307,878
Argentine Republic	2,603,128	3,364,787	3,971,271	2,702,071
Belgium	4,491,126	1,875,963	59,315	14,896
France	14,276,378	8,449,186	5,949,326	6,480,476
Germany	14,586,223	5,086,986	86,304	14,132
Japan	2,604,216	2,783,465	4,015,125	8,122,735
Netherlands	3,015,456	2,769,256	1,057,733	1,234,993
United States	395,565,328	296,632,506	370,497,867	664,219,653
Other foreign	26,788,980	20,141,457	16,950,182	18,445,772

EXPORTS.

	1914	1915	1916	1917
Canadian produce—				
The mine	\$ 59,039,054	\$ 58,740,989	\$ 66,589,861	\$ 85,616,907
The fisheries	20,623,560	19,687,068	22,377,977	24,889,253
The forest	42,792,137	42,650,683	51,271,400	55,907,209
Animal produce	53,349,119	74,390,743	102,882,276	127,795,468
Agricultural products	198,220,029	134,746,050	249,661,194	373,413,701
Manufactures	57,443,452	85,539,501	242,034,998	477,399,676
Miscellaneous	121,088	663,802	6,792,932	6,353,554
Total, produce	\$431,588,439	\$409,418,836	\$741,610,638	\$1,151,375,768
Foreign produce	23,848,785	52,023,673	37,689,432	27,835,332
Total, merchandise	\$455,437,224	\$461,442,509	\$779,300,070	\$1,179,211,100
Coin and bullion	23,560,704	29,366,368	103,572,432	196,547,048
Total exports	\$478,997,928	\$490,808,877	\$882,872,502	\$1,375,758,148
Aggregate trade	\$1,112,562,107	\$1,078,173,240	\$1,424,916,065	\$2,249,170,171

FLOUR AND CEREALS

Flour Demand Now Heavier

Toronto.

FLOUR.—A heavier demand is now developing for both Ontario and Manitoba flour. The market for wheat held remarkably steady during the week but flour advanced 50c per barrel. Cash wheat on Wednesday of last week was quoted in Winnipeg at \$2.34 and the following day it went to \$2.40 per bushel where it held for five days in succession. The position of the October option was equally steady. There is practically no Canadian flour from Ontario going into the American market at the present time as the new crop wheat in that country is now being ground into flour. In certain parts of the United States harvesting is already over. Reports from the Canadian West according to the Winnipeg Free Press give the condition of the crop about on a par with that of 1915 at this time. Everything indicates a good yield unless something unforeseen develops. From certain parts of Ontario reports that the midge bug is doing big damage are coming through.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 90	\$13 10
Second patents	12 40	12 60
Strong bakers	12 20	12 40
Ontario Winter Wheat Flour—		
High patents	11.70- 12.10	11.90- 12.30
Second patents	11.30- 11.70	11.50- 11.90

Millers Unable To Get Corn Supplies

Toronto.

CEREALS.—Canadian millers report they are unable to get any supplies of corn either in Detroit or Chicago and for this reason some of them are out of the market entirely on yellow cornmeal. Stocks of yellow corn in the United States are either exhausted or holders do not care to let go at the present time. Corn flour has advanced 35c per bag in certain quarters, the range now being from \$6 to \$6.35. Hominy grits and pearl hominy have been advanced in like amount and are now quoted at \$6.35. Rolled oats are in firm market and there is expectation among those closely connected with the trade that prices are likely to go higher. Oats for milling purposes are very scarce. Demand for cereals is reported fairly good.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	7 50
Barley, pot, 98 lbs.	5 00	5 50
Buckwheat flour, 98 lbs.	5 75	6 50
Corn flour, 98 lbs.	6 35
Cornmeal, yellow, 98 lbs.	5 40	5 50
Farina, 98 lbs.	6 30	6 80
Graham flour, 98 lbs.	5 75	6 05
Hominy, grits, 98 lbs.	6 35
Hominy, pearl, 98 lbs.	6 35

Oatmeal, 98 lbs.	5 25	5 60
Rolled oats, 90-lb. bags.	4 50	4 70
Rolled wheat, 100-lb. bbls.	6 75	7 00
Wheatlets, 98 lbs.	6 30
Peas, yellow, split, 98 lbs.	10 20	11 00
Blue Peas, lb.	0 10	0 12

Above prices give the range of quotation to the retail trade.

Bran Up \$1 Ton; Middlings Up \$2

Toronto.

MILLFEEDS.—Higher prices to the extent of \$1 per ton on bran and \$2 per ton on special middlings were recorded during the week. A latter demand for bran has developed as local stockmen are feeding more and there is a good export demand from the United States. Feed flour is also quoted higher the range being from \$3.25 to \$3.50 per bag.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$33.00-\$35.00	\$35.00-\$37.00
Shorts	40.00 -	42.00
Special middlings ..	44.00- 50.00	46.00- 52.00
Feed flour, per bag.	3.25- 3.50

FEEDS VERY FIRM

Winnipeg.

FLOUR AND FEED.—First patents stood at \$12.60 per barrel last week-end, an advance of 60c per bbl. The price of wheat is 14c per bushel higher than when flour was reduced to the \$12 basis. Rolled oats are also firm; some mills want to advance their price from \$3.50 to \$4 per sack, and there is every indication that this advance will take place, as oats have advanced considerably, and millers have trouble securing good milling oats even at the advanced price. There seems every indication rolled oats will hit the \$4 mark at a very early date. Feeds—There is no change in this market, but indications are for higher price, as demand in the East is growing stronger. There is also considerable inquiry from the United States.

Flour—		
Best patents	12 60
Bakers	12 10
Clears	11 50
XXXX	10 50
Cereals—		
Rolled oats, 80's	3 50
Rolled oats, pkgs., family size.	4 75
Cornmeal, 98's	5 00
Oatmeal, 98's	4 75
Feeds—		
Bran, per ton	27 00
Shorts, per ton	32 00
Mixed chop, ton	50 00

FIBRE CONTAINERS SAVE TIN-PLATE

The substitution of fibre food containers for tin cans owing to the difficulty of the tin-plate mills to secure sufficient supplies of steel to turn out the usual quantity of tin-plate required for the manufacture of tin cans and other purposes, is a question which is

receiving serious consideration by the U.S. Departments of Commerce and Agriculture, particularly since the recent shortage through difficulty in getting supplies from the United Kingdom.

The demand for "ready to eat" foods such as baked pork and beans, spaghetti etc., with the simple direction "heat and serve" is the largest factor in the increased use of tin cans. These foods must be processed in the containers at or above the temperature of boiling water, and no substitute for tin has been found that satisfactorily meets these conditions. However, a great economy in tin can be effected by home cooking of such products during the present shortage.

Fibre containers are recommended for the distribution by the retailer of many foodstuffs including milk, cream; buttermilk, ice cream, oysters, syrups, marshmallow creams, dried fruits, preserves, jellies, mincemeat, horseradish, relishes, pickles, deviled ham, and chicken, vinegar, dry and prepared mustard, soda water, salads, sauerkraut and olives.

These fibre containers are made in various shapes and sizes adapted to different purposes and may or may not be coated with paraffin. Some of these containers are claimed to be air-tight, proof against leakage, and protected from contamination by the paraffin. They are light in weight, pack readily for shipment, are easily opened, and are used but once.

Dry food products such as coffee, tea, alum, baking powder, spices, raisins, and prunes may be successfully packed by producers and manufacturers in paper or fibre containers, and other commodities usually packed in tin could be marketed as well in paper or fibre with the advantage of lower cost. Among these, tobacco occupies a conspicuous position, and other articles are lye, cleansers, soap powders, shoe polishes, metal polishes, etc. Paper containers are also suggested for preserved fruits and jellies made at home. Cloth sacks for tobacco and wood for syrups and molasses are also recommended where retail sales can be made in bulk.

At the present time fibre containers of good quality are being produced in considerable and increasing quantities, and for many purposes are supplanting glass and tin-plate. The price of the fibre containers depends upon the size, the quality of the paper-pulp material, the number of treatments with paraffin, and the amount of printed matter on the outside. The commoner types may be obtained at \$1.25 to 1.5 cents for the half-pint size, 1.25 to 1.6 for the pint and 1.5 to 1.65 cents for the quart size.

PRODUCE AND PROVISIONS

(Continued on page 45.)

production, and due to stocks being held. Prices we quoted last week are good again this week, but there is a firmer tone. There is nothing new in the cheese market.

Hams—		
Light, lb.	0 30
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 33	0 36
Backs, regular	0 32	
Backs, select, per lb.	0 34	
Dry Salt Meats—		
Long clear bacon, light	0 25
Backs	0 26
Barrelled Pork—		
Mess pork, bbl.		45 00
Lard, Pure—		
Tierces	0 27	
20s	5 70	
Cases, 5s	16 72	
Cases, 3s	16 80	
Lard, Compound—		
Tierces	0 21½	
Tubs, 50s, net	10 78	
Pails, 20s, net	4 50	
Fresh Eggs—		
New laids	0 28	
Dairy	0 30	
Cheese—		
Ontario, large fresh	0 26	
Manitoba, large, fresh	0 24	
Butter—		
Fresh made creamery, No. 1		
cartons	0 35	
Fresh made creamery, No. 2	0 34	

HOW WAR HAS SHIFTED CANADA'S IMPORTS

(Continued from page 43.)

Here is how this trade has grown:—

1914	\$2,604,216
1915	2,783,465
1916	4,015,125
1917	8,122,735

And, it should be noted, the increases in the values of Japanese goods are not commensurate with most goods of other lands. It has been said that Japan will oust Germany permanently, from her old market in America. That she has done so to a considerable extent already seems quite clear. And this, too, in the face of exceedingly unfavorable transportation conditions.

With France

With the disruption of a large part of France's industrial trade, as well as shipping difficulties, it was expected that the imports would be cut down and this is true as this table shows:—

1914	\$14,276,378
1915	8,449,186
1916	5,949,326
1917	6,480,476

Britain and U. S. Compared

The sources of some of Canada's imports are interesting to trace.

Of \$4,498,614 in hats, caps, and bonnets, \$1,095,210 came from the United Kingdom, and \$3,081,391 from the States.

Books, ink, and paper stationery: United Kingdom, \$1,068,766; United States, \$4,533,372.

Clocks and watches: United Kingdom, \$80,514; U. S., \$1,545,460.

Aniline and coal tar dyes: United Kingdom, \$448,006; U. S., \$1,366,927.

Earthenware and chinaware: United Kingdom, \$1,534,396; U. S., \$470,537.

Electric apparatus: U. K., \$176,700; U. S., \$6,149,342.

	U. K.	U. S.
Fancy Goods	\$1,081,383	\$2,039,358
Cocoa and chocolate	984,346	1,584,272
Fish	108,729	842,810
Eggs	28	928,722
Tea	4,817,719	33,525
Furs, hides and skins	914,364	6,459,042
Glass and glassware	195,256	3,817,017
Axles and axle parts	4,777	1,966,623
Machinery	656,773	33,154,462
Wire	368,198	4,111,125
Wire rods	2,925,711
Other iron and steel	2,776,353	54,242,966
Nickel plated ware	44,479	1,113,383
Tin plates and sheets	144,921	6,334,732
Tinware	51,796	2,013,044
Paints and varnishes	451,977	2,631,560
Cotton clothing	698,021	4,265,598
Cotton printed fabrics	4,870,393	6,259,186
Silk fabrics	3,679,688	1,917,609
Wool clothing ...	2,418,524	2,363,163
Wool yarn	2,915,616	927,559
Vehicles — Automobiles, etc. ...	30,350	8,551,475
Automobile parts	26,594	7,173,423

THE VILLAGE CANDY CASE

We have always believed and often insisted that most of the candy bought by the consumer in this country is purchased as the result of visual suggestion rather than from any pre-intention. Those retailers in general stores located in small cities and villages who carry the most attractive varieties and display them to the best advantage sell the most confectionery. We doubt if the facilities offered by the parcel post will ever seriously discourage the country retailer as far as candy is concerned.

The provincial merchant ought to realize that the parcel post can be made to serve him well and go far in increasing his profits if he not only keeps his stock up to date, but educates his customers, living along thousands of rural free delivery routes, to order and obtain their candies by mail.

When "dad" takes a day away from the hay field and drives or trolleys to the village, not even the string tied around his finger by his daughter or wife is going to make him remember the "don't forget the chocolates" unless he sees the goods, and even then it's a chance. The well-filled candy case to catch the eye and a notice every week in the village newspaper suggesting candy by mail, taken together, form a winning combination. If these arguments are worth anything, they ought to be good enough for the candy salesman to preach up to his country trade and so put life into a line where it is most needed and can be made to pay best.—Confectioners' Journal.

EARLY CANNING INDICATIONS PROMISES WELL

Canning prospects for the coming season, despite the unseasonable weather, seem to be still very satisfactory. J. L. Stocks, of the Canadian Cannery, states that they are expecting to have at least a good normal crop, and possibly somewhat better. Weather conditions have been anything but satisfactory; excessive rain, and even in some places hail, have done some damage to the canning stocks, while the growth is being seriously retarded in some lines. Corn is exceptionally late, which introduces the element of danger, that is always present with a delayed crop, that it may be caught by the frost. Up to the present, however, there is no indication of any difficulty, and save in that one instance there is little indication of backwardness.

The tin plate situation, too, has eased off to a gratifying extent, and canners have been advised by the can companies that their contract orders will be filled in full. This will obviate any difficulty of a shortage from this cause; at least, as far as the larger companies go, as provision has been made in the contracts for a largely increased pack. It is estimated that a considerable increase over the average pack will be needed to meet the demand which is now faced by a practically bare market.

Already there has been a good deal of activity about the canneries; the strawberry pack is well on its way to completion, as is also the pack of peas. This latter promises to be of considerably more than average proportions. It is hardly likely, though, that the pack of corn will be up to normal, as the cold nights have retarded its growth, and it is nearly three weeks behind, so that the danger of at least a portion of the crop being caught by early frosts is very great indeed. The pack of apples is expected to be very light owing to the shortage of winter varieties. On the whole, however, it is expected that the pack will prove very satisfactory.

ANOTHER INCREASE IN COST OF LIVING

Another increase in the cost of living is recorded during the latter half of May and the first half of June, as outlined in the Labor Gazette, just published. In retail prices the average cost of a weekly family budget of 29 articles of food averaged \$11.89 in sixty cities at the middle of June, as compared with \$11.82 at the middle of May and \$8.51 in June, 1916.

Milk, butter and flour were lower in price in June, but eggs, meats, rice, and other commodities showed increases in price. In wholesale prices the Labor Department's index number for 272 commodities stood at 242.7 for June, as compared with 240 for May; 183.6 for June, 1916, and 135.3 for June, 1914. The chief increases in wholesale prices during the month were in fruits, vegetables, textiles, metals, and coke, while decreases were registered in grains, dairy products, fresh fish, and some other foods.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, July 17.—The stoppage of the strike of the coasting vessels' freight handlers has given an impetus to wholesale trade. Large shipments which have been held up for two weeks are being rushed out. The big loss of perishable stuff can never be made up. Flour has shaded off slightly, and bread wholesalers say that they may give an 18-oz. loaf for 10c on Thursday. Sugar is firm. New potatoes are 2½c to 3c per pound. Good old potatoes are firm at \$100 per ton. The strawberry season was a loss to all concerned. Salmon is coming to Fraser River slowly, and it looks like a short pack. Sugar is \$8.93. Flour is \$13.50. Rice, Siam, No. 1, is \$130; Siam, No. 2 is \$110. Lard is 26½c. Butter is 42c. Eggs are 42c, and cheese is 25c.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	8	93
Flour, first patents, Manitoba, per per bbl., in car lots	13	50
Salmon, Sockeye, 1-lb. talls, per case 4 doz.		
Rice, Siam, No. 1	130	00
Do., Siam, No. 2	110	00
Beans, Japanese, per lb.	0	12½
Beans, B.C., white	0	16
Potatoes, new, per lb.	0	02½
Potatoes, per ton	100	00
Lard, pure, in 400-lb. tierces, lb.	0	26½
Butter, fresh made creamery, lb.	0	42
Eggs, new-laid, incartons, doz.	0	42
Cheese, new, large, per lb.	0	25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Saskatchewan, July 17.—Crop conditions throughout Saskatchewan show much improvement during the past week. Much needed rains have fallen in many districts and crop prospects are much more hopeful. Trade conditions are satisfactory. Flour advanced 40c per barrel on July 16, and quotation at Regina is now \$12.80 per barrel for 98's, No. 1 patents. Rolled oats have advanced to \$4.40 for bails, a jump of 15c. Ontario cheese is slightly higher at 25c. Lima beans have advanced to 22c per pound. An advance of 50c is noted in cornmeal. Shelled walnuts are 4c a pound higher. Cream of wheat has dropped \$1.50 a case. Canned pineapples are higher at \$4.75 to \$5.

REGINA—		
Beans, small white Japan, bu...	7	15
Beans, Lima, per lb.	0	22
Flour, No. 1 pats., 98s, per bbl.	12	80
Molasses, extra fancy, gal.	0	71
Rolled oats, bails	4	40
Rice, Siam, cwt.	5	85

Sago and tapioca, lb.	0	13¼
Bacon, smoked backs, lb.	0	30½
Bacon, smoked sides, lb.	0	30
Sugar, pure cane, gran., cwt.	9	24
Cheese, No. 1 Ontario, large	0	25
Butter, creamery, lb.	0	40
Lard, pure, 3s, per case.	16	50
Bacon, smoked sides, lb.	0	32
Bacon, smoked backs, lb.	0	30
Eggs, new-laid	0	30
Pineapples, case	4	75
Tomatoes, 3s, standard case.	4	65
Corn, 2s, standard, case.	3	75
Peas, 2s, standard, case.	2	95
Apples, gals., Ontario	2	35
Strawberries, 2s, Ont., case.	5	15
Raspberries, 2s, Ont., case.	5	45
Peaches, 2s, Ontario, case.	3	75
Salmon, finest sockeye, tall, case.	13	50
Salmon, pink, tall, case.	7	75
Pork, American clear, per bbl.	40	75
Bacon, breakfast	0	27
Bacon, roll	0	22

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, July 17.—Grocery conditions continue favorable, with fresh fruits and berries and other summer goods adding briskness to retail trade. Flour changes during the week have resulted in a quarter increase in Ontario, which is now \$12.85. Ordinary cornmeal has advanced to \$3.90. Molasses is firmer at 70c to 71c. Eggs are easier; new-laid, 34c; case, 29c to 30c. Lard is lower; pure, 28¼c to 28½c; compound, 22c to 22¼c. Canned apples advanced to \$4. Salmon cohoes are up, now \$9.75 to \$10. Cream of tartar jumped 4c, and is now 58c to 60c. Grapefruit advanced; is now \$6 to \$7 per case. Potatoes dropped to \$4.50 during the week, but are now fairly firm at \$5. Bermuda onions are \$2.25 to \$2.50 a crate. Cucumbers are higher at \$7.50 to \$8 per bushel. The new crop of California fruit is now arriving; prices per crate are: plums, \$2.25 to \$2.75; peaches, \$1.75 to \$2; pears are \$4.50 to \$5. Strawberries have touched the lowest mark of the season, at 8c per box in crate lots.

Flour, No. 1 patents, bbls., Man.	13	40
Ontario	12	85
Cornmeal, gran., bbls.	11	00
Cornmeal, ordinary, bags	3	90
Molasses, extra fancy, gal.	0	70
Rolled oats, bbl.	10	00
Beans, white, bush.	9	25
Beans, yellow-eyed	8	75
Rice, Siam, cwt.	7	50
Sago and tapioca, lb.	0	13½
Sugar—		
Standard granulated	8	25
No. 1 yellow	7	75
Paris lumps	9	50
Cheese, N.B., twins	0	22½
Eggs, new-laid	0	34
Eggs, case	0	29
Breakfast bacon	0	33
Butter, dairy, per lb.	0	32
Butter, tub	0	30
Lard, pure, lb.	0	28¼
Lard, compound	0	22
American clear pork	52	00
Beef, corned, ls	4	25
Tomatoes, 3s, standard, case.	4	70
Corn, 2s, standard case	3	80
Peas, 2s, standard case	2	80

Apples, gals., N.B., doz.	3	50
Strawberries, 2s, Ont., case	5	00
Raspberries, 2s, Ont., case	5	40
Peaches, 2s, Ontario, case.	4	30
Salmon, red spring, talls, case.	10	00
Salmon, pink, talls, case.	6	50
Salmon, Cohoes, case	9	75
Salmon, Chums	5	75
Sardines, domestic, case		60
Cream tartar	0	58
Currants, lb.	0	20
Raisins, choice, lb.	0	12½
Raisins, fancy, lb.	0	12½
Raisins, seedless, lb.		15
Prunes, 90-100, lb.	0	14
Candied peel, citron	0	35
Candied peel, orange and lemon.	0	28
Evaporated apples, lb.	0	12½
Evaporated apricots, lb.		21
Pork and beans, case	4	00
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7	00
Lemons, Cal., box		50
Oranges, Cal., box	5	00
Strawberries, crate, per box		08
Pears, Cal.	4	50
Peaches, Cal.	1	75
Plums, Cal.	2	25
Grapefruit, per case	6	00
Potatoes, bbl.		50
Onions, Texas	3	00
Onions, Bermuda, crate	2	25
Tomatoes, Bermuda		50
Cucumbers, doz.		125
Cucumbers, per bush.	7	50

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, July 17.—Flour has advanced 50c per barrel and rolled oats are also higher, 80's now being quoted at \$4.10 per case. Cow Brand soda has been advanced 25c per case. Cooked hams are higher by ½c per pound, but some cuts of bacon are down 1c. A reduction in the price of cream of wheat has been made to the extent of \$1.50, the selling price now being \$7.50 case. Australian currants are quoted at 23c per pound. Corn, 2's, are likely to be scarce locally, quotations at the present being \$3.80 to \$4 per case. New-laid eggs are selling at \$9 to \$10 per case. Dairy butter is now in more plentiful supply, and is being quoted at 25c to 30c per pound. New potatoes and cooking onions are both being quoted at 4½c per pound.

CALGARY:		
Beans, small white, Japan, lb.	0	12
Flour, No. 1 patents, 98s per bbl.	12	50
Molasses, extra fancy, gal.	0	82
Rolled oats, 80s	3	75
Rice, Siam, cwt.	5	65
Tapioca, lb.	0	11
Sago, lb.	0	12
Sugar, pure cane, granulated, cwt.	9	55
Cheese, No. 1 Ontario, large.	0	25
Butter, creamery, lb.	0	25
Lard, pure, 3s, per case		16
Eggs, new laid, case.	9	00
Tomatoes, 2½s, standard case.	4	50
Corn, 3s, standard case	3	70
Peas, 2s, standard case		295
Apples, gals., Ontario, case	2	55
Strawberries, 2s, Ontario, case.	5	25
Raspberries, 2s, Ontario, case.	5	40
Peaches, evaporated, lb.	0	14
Peaches, 2s, Ontario, case		40
Lemons, case		900
Salmon, pink, tall, case.		725

PRODUCE AND PROVISIONS

Demand for Smoked Meats Fairly Good

Montreal.

PROVISIONS.—Supply of live hogs is now fully equal to demand which is none too good at present. Quality of hogs offering, however, is unfinished. Prices of live hogs ran from \$16.00 to \$16.75 this week per hundred pounds according to quality. Dressed hogs were quoted at from \$23.00 to \$23.50 per hundred pounds. Just at present while demand for smoked and cooked meats is very good, the demand for fresh cuts, and lard has fallen off very noticeably due to the warmer weather. Shortening is half a cent lower this week, and may even be bought cheaper, but demand is low for this, and all similar fat products owing to weather conditions. While prices of the meats below are representative of the market at large, it should be noted that lower prices are quoted in certain quarters. Medium hams have been quoted as low as 29 cents, large 27 cents, breakfast bacon 34 cents, Windsor 36 cents to 38 cents, and cooked hams 42 cents a lb. Shortening has been quoted as low as 22 cents this week in Montreal.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26½	
Tubs, 60 lbs.	0 26¾	
Pails	0 27	
Bricks, 1 lb., per lb.	28	
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	
Tubs, 50 lbs.	0 22¾	
Pails, 20 lbs., per lb.	0 23½	
Bricks, 1 lb., per lb.	0 23¾	

Young Ducklings And Old Roosters Decline

Montreal.

POULTRY.—While poultry is coming forward quite freely, the quality offering is not satisfactory to the principal dealers who are discouraging the sending of birds by the farmers when the shipments are scraggy and in poor condition. Very profitless prices are realized by the farmers for these, and the dealers cannot handle them to any advantage. Some

ducklings and broilers are coming forward, and a fair number of old hens. It is thought that now the production of eggs is falling off that farmers may send more poultry forward, not always the best policy unless the birds are well fattened up first. Young ducks and old roosters show a reduction in price this week.

Poultry—	Dressed	Live
Old fowls	0 20	0 20
Chickens, milk-fed, crate, fattened, lb.	0 30	0 20
Old roosters	0 16	0 14
Roasting chickens	0 25	
Young ducks	0 21	
Turkeys (old toms), lb.	0 32	0 25

Falling Off in Egg Production

Montreal.

EGGS.—The egg market during the past week or ten days has experienced a considerable change. Receipts at Montreal have not been large—showing a falling off as compared with the corresponding period last year, and receipts to date being 55,123 cases below the figures of last year. Buyers have not been keen for eggs during the hot weather choosing rather to clean up their supplies each day than to take chances of having eggs go bad while waiting for candling. Supply in the country has shown a big decrease in some districts being only half of what it was two weeks ago. To strengthen the market there has been a demand for export to Britain (mostly to Scotland it is said) and some shipments have been made though dealers are not anxious to ship at this time of year owing to hot weather. There is some enquiry for fall trade but none of the dealers seem anxious to put a price on their eggs at present. The local demand is good, in fact consumption is greatly increasing of late indicating that people are eating more eggs and less meat. Shipments continue to come in by express owing to the very hot weather. The egg situation in the United States (which has a bearing on Canada) does not look any too healthy. There is a big surplus of storage eggs in the principal markets, and due to the cool season there have been few if any cold storage eggs withdrawn for sale as the current receipts have been quite good enough quality for everyday trade. Holdings at June 30 were at Chicago 4,229,000 cases, and there is an excess of 662,300 cases of eggs over the holdings at this date last year, a very considerable quantity.

Eggs—		
New laid, specials	0 42	
Selects	0 38	
No. 1's	0 35	
No. 2's	0 32	

Cheese Market is Simply Steady

Montreal.

CHEESE.—There is very little of interest in the market for cheese at present. Even where a slightly higher price than the regulation 21 cents and commission is realised in the country, the local market is unchanged as far as the retailer is concerned. There are comments to the effect that retailers are able to take a very good profit on cheese under present conditions, some wholesale handlers figuring that retail prices might be lowered without loss to the retailer as demand would probably increase. But there is no alteration of the price of cheese to the retail trade, and conditions of market are steadily quiet. There arrived in Montreal for the week ending July 14th, 96,124 boxes cheese as compared with 92,204 boxes for the corresponding period last year.

Cheese—

Large (new), per lb.	0 23	0 23½
New twins, per lb.	0 23	0 23½
Triplets, per lb.		0 23½
Stilton, per lb.		0 25
Fancy, old cheese, per lb.		0 30

Butter Market is Considered Erratic

Montreal.

BUTTER.—Receipts of butter have improved a little in Montreal. Quality is said to be better than ever in the experience of a long time. There arrived in Montreal for the week up to July 14th, 14,813 pkgs. of butter, as compared with 17,937 pkgs. for the corresponding period last year. Conditions as to price in the country are practically unchanged since last week. Business showed rather a quiet tone in the country. Country prices were from 34 to 35¼ cents a pound. It is pointed out that pasture conditions are at the finest for the time of year ever experienced for many years, this owing to rains keeping the grass flourishing. The effect of the British Food Controller's fixing of price has not made any difference in Canada as regards export business which is quiet as butter costs more here than it would fetch in Britain. The market is erratic as to tendency, and may decline, or advance a shade or two without much warning or special reason easily discovered. Dairy butter and bakers are a shade stronger.

Butter—

Creamery prints (fresh made) ..	0 37	0 37½
Creamery solids (fresh made) ..	0 36½	0 37
Dairy prints, choice, lb.	0 33	0 35
Dairy, in tubs (choice)		0 32
Bakers		0 30

Consumption of Maple Goods Steady

Montreal.

HONEY AND MAPLE.—The main feature of the market for the sweet products of the farm this week is the unusually steady and continued demand during the summer for maple sugar and syrup. This is remarked upon by dealers, but is not easy to account for. As regards honey there has been no direct news of note from country districts as to probable crop. It is anticipated that with a fair share of belated summer, now prevailing, the output will be up to average.

Honey—

Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	0 13
Clover, 5-10 lb. tins, per lb.	0 15½	0 15½
Clover, 60-lb. tins, per lb.	0 14½	0 14½
Comb, per section	0 18	0 19

Maple Product—

Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Lumber Camps After Pork

Toronto

PROVISIONS.—Inquiries from the lumber companies of the Maritime Provinces for barrel pork has been reported during the week, which indicates that operations will be carried on in the woods in that district during the coming winter. One large Ontario company was also in the market for barrel pork. There was an increase of 50c per barrel on mess pork during the week from the low quotation of last. Boiled hams advanced 1c per pound, and roast hams 2c per pound from the low quotations of last week. Lard is in a quiet market, and prices were quoted down ½c in certain quarters in order to induce business. Quotations on lard are largely nominal, as there is very little business being transacted. For large quantities packers would shade prices. The same condition holds true with respect to compound; prices remain nominally the same as last week, but packers are inclined to shade prices whenever there is any possibility of business. Demand for cooked meats has been better during the week. Live hogs were somewhat easier, as there were fairly heavy arrivals during the week. A representative of one of the packing houses recently made a trip into the northern part of Ontario and, from observations made, stated there appears to be considerable numbers of hogs on the farms still. Quotations were 50c lower than last week.

Hams—

Medium, per lb.	0 29½	0 31
Large, per lb.	0 25	0 28

Backs—

Plain	0 31	0 40½
Boneless, per lb.	0 39	0 40

Bacon—

Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 27½	0 28½
Wiltshire (smoked), per lb.	0 28	0 31

Drv Salt Meats—

Long clear bacon	0 26	0 26½
Fat backs, lb.	0 25	0 27

Hams, boiled, per lb.	0 39	0 42½
Hams, roast, per lb.	0 40	0 44
Shoulders, roast, per lb.	0 39	0 41
Barrel Pork—		
Mess pork, 200 lbs.	47 50	48 00
Cooked Meats—		
Short cut backs, bbl., 200 lbs.	50 00	
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure Tierces, 400 lbs., per lb.	0 25½	0 26½
Compound tierces, 400 lbs., lb.	0 21¾	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	24 00	25 00
Live, off cars	16 50	16 75
Live, fed and watered	16 00	16 25
Live, f.o.b.		15 25

Butter Again in Easier Market Tone

Toronto

BUTTER.—Although there has been no recession in the price of butter during the week, there is an easier tone in the market, due to the fact that no further space has been secured for export business than will provide for some 5,000 boxes recently purchased. Last week English houses were in the market because of the fact that the Danish butter was shut out of that market, and there was a demand for Canadian product. Now that further export is not immediately in sight, the market has taken on an easier tone. The Canadian market is now above an export basis, and until it comes down or the English market goes up with the possibility of getting ocean space, there will not be much movement in the market. Conditions in the country are still favorable for a good production.

Creamery prints, fresh made...	0 37	0 38
Creamery solids	0 36	0 37
Dairy prints, choice, lb.	0 34	0 37
Dairy prints, lb.	0 32	0 34

Eggs Are Scarcer And Prices Up 2c

Toronto

EGGS.—There has been a lighter production of eggs during the past week, and with the consumption fairly heavy there has been a movement toward higher prices. Eggs are reported to be much scarcer by the commission men. Feed for the hens is becoming harder for them to obtain, but it is expected they will again produce more when the grain comes in. New-laid ex-cartons are quoted 37c to 39c, and in cartons at 40c to 42c dozen.

Eggs—

New laid, cartons	0 40	0 42
New laid, ex-cartons	0 37	0 39

Cheese Market Now Lacks Live Interest

Toronto

CHEESE.—Now that the Government price is holding apparently a permanent fixture, there is little interest evinced in the cheese market. Dealers know how much profit they can expect and no more. Buying from the cheese factories shows that operators in cheese must be working on a very small margin with the Government price at 21¼c per pound. There is no intimation that this price is likely to be changed. Until some

change does take place in the way of price being paid by the Government there is small chance of much active interest in the market.

Cheese—

New, large	0 22¼	0 23
Old, large	0 29	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 24	0 25

Demand for Spring Chickens is Growing

Toronto

POULTRY.—There is more interest reported in spring chickens during the week. This class of poultry is now filling out better, which is giving the commission men some degree of satisfaction. There has also been heavier arrivals during the week. With the coming of warm weather it is expected consumption of poultry will be heavier.

Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 16	0 18
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 15	0 22
Do., dressed, 2 lbs. and over..	0 20	0 30
Squabs, dozen		4 00

Prices are those paid at Toronto by commission men.

Good Shipment of Maple Sugar Came In

Toronto

HONEY, MAPLE SYRUP.—There was a fairly heavy shipment of maple sugar that came into the local market from Quebec during the week. This commodity is usually somewhat later in arriving than the maple syrup, but there is a steady sale for it throughout the year and into next winter from now on. It is selling at 18c per pound, and is packed in tubs of 60 to 70 pounds each. Conditions seem to point to a fairly good crop of honey. One commission man expressed the opinion that with sufficient sunlight from now on to bring the honey into the clover there would be a crop equally heavy with last year. Production last season was excellent and of fine quality. Maple syrup held in steady market.

Honey—

Clover, 5 and 10-lb. tins.	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 30	2 40

Maple Syrup—

8-lb. tins	1 25
Gallons, Imperial	1 75

DAIRY BUTTER HIGHER

Winnipeg.

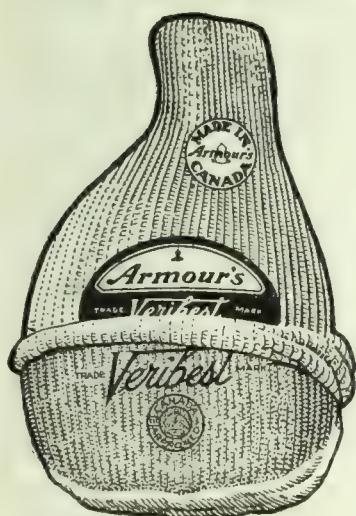
PRODUCE AND PROVISIONS.—There was practically little change in the meat situation early this week. The run of hogs has been fairly light, and prices have been holding firm and unchanged. Eggs—The production is now commencing to fall off, and there is a slightly firmer market, although no apparent change in price as yet. Dairy Butter—During the past week prices on this commodity have advanced from 28½c to 29c, and it is expected there will be a reaction. The creamery butter market is slightly firmer, due to shortage in
(Continued from page 48.)

Armour's Veribest

TRADE MARK

Pure customer-pleasing quality is back of this trade-mark

SEE that your shelves are well stocked with products bearing the Armour Veribest brand. It's a guarantee of goodness and repeat orders.



HAM, Bacon, Lard, and the many other food products bearing the Armour label are always worth a prominent place on your shelves and counter and in your windows.

TRY them out. We help you sell them by means of snappy store signs and advertising material. See our salesman or write direct.

MADE IN CANADA

ARMOUR AND COMPANY

General Offices:
HAMILTON, ONTARIO, CANADA

Hamilton, Montreal, Sydney

686

Del Monte

BRAND
EXTRA
QUALITY

QUALITY— THROUGH AND THROUGH

There's no guess work about DEL MONTE quality. There's quality in every can, because we put it there.

We select from the finest fruit, chosen from the particular district where each variety grows to its highest perfection. And we pack the fruit the day it is picked — when it is at just the right point of maturity.

These methods have made DEL MONTE the best and widest known of all brands of canned fruits and vegetables, and will make it as popular with your customers as it is with thousands of others.

The DEL MONTE line assures you steady profits, satisfied customers, and repeat business.

Wholesale distributors everywhere.

**CALIFORNIA PACKING
CORPORATION**

San Francisco,
California

If any advertisement interests you, tear it out now and place with letters to be answered.

Use the JB. Combination Slicing Machine



Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers
73 Warren Street
NEW YORK

NUGGET CORN BROOMS

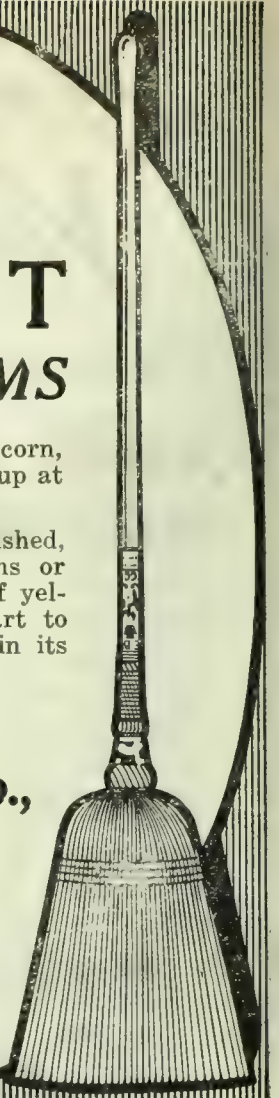
Made of the finest quality green corn, warranted not to spread or turn up at the ends.

The handle is smooth, well-finished, and the corn free from steams or seeds, is sewn with four rows of yellow stitching—quality from start to finish, and the lightest broom in its class.

For prices, etc., write to

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



Where do your customers buy candy?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display; he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED
HALIFAX, CANADA

There's a neat profit on this line. Are you selling it?



Display a few boxes of *Mechanics Antiseptic Hand Cleaner* and note how well it sells, the satisfaction it gives and the profits on your day's sales.

Get your customers acquainted with it and it will sell itself.

Mechanics Antiseptic Hand Cleaner is only one of thirty-four different kinds of toilet preparations we manufacture. Every one a leader.

Write for particulars.

French Soap Company
1613 Notre Dame Street East
MONTREAL

We Are Hustling for More Business

—to Get it We Must Make Business Good For Our Dealers!

With this end in view we have inaugurated an extensive educational advertising campaign that will reach practically every housewife in Canada. We are bringing to their attention the remarkable economical values and excellent baking qualities of

PURITY FLOUR

You will be distinctly benefited by this advertising, for it plainly shows the consumer that the actual food value of Purity Flour is far greater than that of milk, meat, eggs, etc., and that it is an *all-purpose* flour and answers every baking requirement.

Co-operate with us by letting your customers know that you carry Purity Flour—in that way we will both make money out of our "business-increasing" efforts.



Write for particulars about our fall advertising campaign.

Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John

Mr. Dealer

Here are the Season's Leaders in Shoe Polishes



"SHUCLEAN." White kid and white leather cleaner.

"ALBO." White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

"CAHILL'S" French Bronze Dressing. Bronzes any color shoe.

"BOSTONIAN CREAMS." Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

"GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retail for 10c and 25c.

Ask Your Jobber for Prices and Complete Catalog

or write us (WHITTEMORE BROS. CORP.) at Boston, Mass.

If any advertisement interests you, tear it out now and place with letters to be answered.

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

H. P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

H.P.

W. G. Patrick & Co., Ltd., Toronto, Montreal.
Etc.
R. B. Seeton & Co., Halifax, N.S.

SAUCE

A neat little
seller
for your
window and
counter
displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

A message
for you from
"Century Salt"

ABNORMAL conditions presently prevailing have caused considerable delay in filling our customers' requirements and from those thus affected we crave kind consideration and further patience.

PROMPT shipments have always been our rule, and even now we are doing the very best possible under much difficulty.

OUR customers can always depend upon getting the best salt and the best service possible from

The DOMINION SALT CO., Limited
SARNIA, ONT.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

If any advertisement interests you, tear it out now and place with letters to be answered.

The pleasant-to-take ounce *of* prevention



ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by

J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works
LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto



GOLD DUST A STEADY SELLER



You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?



THE N. K. **FAIRBANK** COMPANY

LIMITED
MONTREAL



"Let the GOLD DUST TWINS do your work."

If any advertisement interests you, tear it out now and place with letters to be answered.

*Sell the All-Canadian
Sea Foods—*

BRUNSWICK BRAND

Brunswick Brand Sea Foods represent an entirely Canadian product, a product of which Canadians may feel justly proud. From the moment they are taken from the waters of Old Atlantic until they reach your customers' table these delicious sea foods are handled and processed entirely by Canadians.

Brunswick Brand Sea Foods are good sellers and reliable repeaters and the profit on each sale makes a good display worth while.

Stock from this list.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams
Scallops



Connors Bros., Limited
BLACK'S HARBOR, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS. LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars 16 oz.
glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz..	2.45
Perfection, ¼-lb. tins, doz....	1.35
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36



Turn "Economy Talk" Into "Economy Facts"

Sell pure goods so that the people can get 100% value. All Lever Brothers products are guaranteed-quality goods. No adulterations or fillers are used. It is true war-time economy and a benefit to yourself and your customers to push the "Big 5" as shown above. They are efficient, honest and British through-and-through.

These soaps are unsurpassed for purity and quality

Sunlight Soap and Lifebuoy Soap are absolutely pure and their quality is superior to any other soaps on the Canadian market. Their increasing sales are a reflection of their well-advertised merit.



LEVER BROTHERS LIMITED
Toronto, Canada

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA



Price list and catalogue free and mailed to any address

ROLLED BACON

Sugar Cured, Boneless,
nice fresh goods and
low in price.

*Let us have a sample
order from you.*

F. W. FEARMAN CO.
LIMITED
HAMILTON

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Iceings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box..	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	No. 1 Pint Cylinder Can ...
No. 16 Jar	No. 4 Jar
No. 10 Can	No. 10 Can

YUBA BRAND

2 1/2-quart Tall Cylinder Can..	No. 1 Pint Cylinder Can.....
No. 10 Can	Picnic Can

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., wgt. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 28 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz...	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—1/2s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—1/2s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—1/2s, \$2.	
Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL BAKING POWDER

Pleases Customers

Millions of families
Use ROYAL
exclusively and
always find
it satisfactory



Pays Grocers

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

Made in Canada

Contains No Alum



There's no sounder advice which a retailer can give to a customer, on the point of economy combined with nutritive value.

MOUNT ROYAL MILLING & MFG. COMPANY

D. W. ROSS COMPANY

AGENTS

MONTREAL

The best
Orange Marmalade
is
Wethey's
Are you selling it?

Bigger profits for you and
better service for your
customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN
WASHBOARD



means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
Mincemeat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre
cs. 8 00
Neptune 9 00
San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE
AND SODA

Ginger Ale, Trayders, cs., 6
doz. pts., doz. 1 35
Ginger Ale, Trayders, cs., 6
doz., splits, doz. 1 25
Club Soda, Trayders, cs., 6
doz., pts., doz. 1 30
Club Soda, Trayders, cs., 6
doz. splits, doz. 1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb.
tins, lb. 0 48
Princess Blend, 50 and 30-lb.
tins, lb. 0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 25

COFFEES

Victoria, Java and Mocha
Blend, 1 lb. tin, lb. 0 34 1/2
Victoria, 5, 10, 25, 50-lb. tins
lb. 0 32
Princess, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 75
D. S. F., 1/2-lb. 3 30
D. S. F., 1-lb. 6 25
F. D., 1/4-lb. 1 10
Per jar
Durham, 4-lb. jar, each. 1 10
Durham, 1-lb. jar, each. 0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz.
case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen. 2 50
Weight 11 lbs. to case. Freight
rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND
CEREALS, LTD.

White Swan, 15 flavors, 1 doz.
in handsome counter carton,
per doz. \$ 1 05
List Price

SPICES

WHITE SWAN SPICES AND
CEREALS, TORONTO

	5c Round litho. dredge	10c Oval litho. dredge
SPICES.	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c. pkgs., window front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, win- dow front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	3

Strawberry

Season About Over.

Extra Fancy Georgia Elberta Peaches

Now Arriving

in car loads, quality very fine.

Prices Reasonable.

Also

Potatoes, Tomatoes, Cantaloupes,
Watermelons

and all other Foreign and Domestic
Fruits and Vegetables.

HUGH WALKER & SON

GUELPH, ONT.

Established 1861

Local Fruits and Vegetables

Strawberries
Gooseberries Cherries

Now arriving in the market
daily. Also full supplies

Tomatoes, Cabbage, Beans, Peas,
Potatoes, Melons, Cantaloupes,
Peaches, Plums, Apricots.

*Largest Assortment and
Freshest Goods.*

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Main 6565 :: TORONTO

New Crop

“St. Nicholas”

“Queen City”

“Kicking”

are shipped. Get these brands
for the best Lemons.

J. J. McCabe

Agent

TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-
top in every way, and our
service entirely satisfactory.
The fruits we sell are the
kind you need to satisfy your
customers and to build up a
thriving fruit business.

We can ship you on short
notice best quality foreign
fruits — Bananas, Lemons,
Oranges, etc.

Why be content with slow,
profitless fruit sales? Con-
nect with us and sell the
fruits that sell quickly and
always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

AGGRESSIVE GROCERS SELL MARSH'S

A fine full-flavored Concord Grape Juice that appeals to the most cultured taste — that's Marsh's. And the profits it gives make a selling effort worth while.

**The Marsh Grape
Juice Company**

Niagara Falls - Ontario



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Ask Us For Wrapping Papers

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.

Hamilton and Winnipeg

Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

WANTED—NUMBER OF SIDE LINES —

Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

MANUFACTURERS' AGENTS IN REGINA,

calling on general merchants, bakers, butchers and restaurants throughout Saskatchewan, are open to represent manufacturer of a good staple line. We have storage facilities. References exchanged. Box 234, Canadian Grocer.

YOU MAY BE ABLE TO HANDLE ANOTHER

line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in CANADIAN GROCER, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

TWO GROCERY SALESMEN COVERING ALBERTA with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

BUSINESS WANTED

WANTED—GROCERY WITH RESIDENCE Attached. Box 236, Canadian Grocer.

FOR SALE

GROCERY, CONFECTIONERY AND ICE cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

Use this page — the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

POSITION WANTED

GROCER WITH 14 YEARS' EXPERIENCE IN groceries and crockery desires position as manager or head clerk; married; good references. Box 237, Canadian Grocer.

MR. CLERK, YOU WANT TO BETTER

yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME

special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

HELP WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH

good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

EVERY MERCHANT WHO SEEKS MAXIMUM

efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Your Money and Conscription



With conscription almost here now is the time to make a special effort to collect money due YOU before it is too late. It isn't necessary to lose it. Hand your accounts over to us.

Pay us when collected.

Nagle Mercantile Agency
Westmount, P.Q. (Montreal)

Try **MANN & CO.** for
FANCY POULTRY

Roasting Chickens, Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM

SPELL IT BACKWARD.
PURE SEPARATED MILK IN
POWDER FORM

FOR ALL COOKING WHERE MILK IS NEEDED
CANADIAN MILK PRODUCTS, LIMITED
TORONTO

SAY YOU SAW IT IN CANADIAN
GROCER

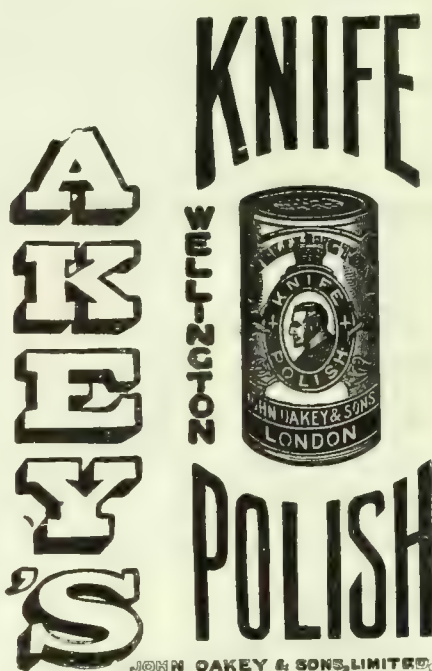


TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year



AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters
of Sausage Casings, Packers' and But-
chers' Supplies. Outfitters of Meat Mar-
kets. Pure Spices a Specialty. But-
chers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

LARGEST CANADIAN DEALER

**WASTE
PAPER**
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/2-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

We are now located in our new and
more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

RAISIN Magnetism

Raisin displays appeal to the
appetite; people want raisins.
Exhibited on shelves or in windows
they draw business and increase
your profits.

Write us for reproduction of ideal
window to serve
as model.

Sell Sun-Maid Raisins — Seeded (seeds
extracted), Seedless
(without a seed),
Cluster (on the
stem).



**California
Associated Raisin
Co.**

Membership 8,000
Growers.
Fresno, California.

The Only Ex-
tensively Ad-
vertised Brand
of Raisins.

Pure Sugar Colouring

Permanently Brilliant in

**Syrups
Vinegar**

**Mineral Waters
Spirit, etc., etc.**

When ordering state purpose for which required.
Shipped in barrels, half barrels, kegs and cans.

MANUFACTURED BY

Dominion Caramel Company

21 WALNUT AVENUE

MONTREAL, QUE.

KING GEORGE'S NAVY

CHEWING
TOBACCO

is in demand the year round

There is no "off" season when KING GEORGE'S NAVY CHEWING TOBACCO is concerned. Its sweet, rich "toothsome" flavor gets the men and gets them good. Every sale satisfies and pulls repeats.

Are you well
stocked to-
day?

Rock City Tobacco Co., Ltd.

In your Locality
are many

Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Dealers in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.

VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

S 46

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy
for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL



Phez

TRADE MARK REGISTERED

Pure Juice
of the
Loganberry

**This
Drink
Will Sell
and Repeat
Faster In 1917
Than All Others**

**After You Stock
PHEZ We Help
You Sell It—**

By furnishing you with a complete and wonderfully effective window trims, pyramids, recipe booklets, fountain hangers, fountain listings and cuts of PHEZ ads to run in your local papers.

**Cash in on the
POST Campaign**
Now Running
Donald H. Bain Co.
WINNIPEG
Distributors for
Manitoba, Saskatchewan, Alberta
and British Columbia

**Get Your Stock of
PHEZ on Hand and Take
Care of the DEMAND**

BECAUSE—Our big advertising campaign in the SATURDAY EVENING POST is making it known in every nook and corner of Canada.

There's a good profit in PHEZ for you because it's a quick seller, your turn over is rapid. Recommend PHEZ to your customers, get them to try it, and leave the rest to PHEZ.

PHEZ is the pure juice of Oregon's famous Loganberries pressed and bottled fresh from the vineyard. A little sugar is added and you have—delicious PHEZ.

Rose & Laflamme, Ltd.
Distributors for Eastern Canada
MONTREAL AND TORONTO

ADD TWO PARTS WATER
24 FLUID OUNCES
PHEZ
LOGANBERRY JUICE

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JULY 27th, 1917

No. 30

Wethey's Orange Marmalade



Here Are
a Couple of Our
Attractive Packages.



In their deliciousness and purity, these goods have gained a reputation that places the line far in advance of any marmalade on the Canadian market.

SOLD EVERYWHERE BY WHOLESALE GROCERS

J. H. WETHEY, LIMITED

ST. CATHARINES

CANADA

IMPORTANT

At this season, when housekeepers are putting down preserves, it is most important to their success that they get the best sugar.

The best is

ST. LAWRENCE



GRANULATED

GIVE THEM THE BEST

KING GEORGE'S NAVY

CHEWING
TOBACCO

**A Favorite with Chewers
Everywhere**

Ask any grocer handling it about
the selling value of King George's
Navy Chewing Tobacco.

Public approval has placed
this palatable chew in the
front rank of best selling
profit makers.
Are you sell-
ing it?



Rock City Tobacco Co., Ltd.



SUCCESSFUL RETAILING

is built upon the unbroken line of repeat sales that quality products produce.

The fact that "go-ahead" grocers all over Canada are constantly featuring

Borden Milk Products

is proof positive that the selling value of these lines is an important factor in building bigger business.

Borden quality is known in every community. Our persistent advertising has introduced it everywhere, and it's up to you to get your share of the resulting demand.

ASK YOUR WHOLESALER

Borden Milk Company, Limited

"LEADERS OF QUALITY"

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

CUT DOWN EXPENSES

Pack Your Food Products in Glass UNDER ANCHOR CAPS

OUR up-to-date and automatic machinery increases your production and reduces the cost.

GOODS packed properly and sealed with a vacuum under Anchor caps cannot help but increase your sales. The very fact that Anchor Caps are air and liquid-tight means that they practically eliminate mold and other contamination. They also preserve the sweet flavor of the contents.

MAKE up your mind to-day to pack your products under a cap that will not come off during shipment.

MONEY saved is money made and we can help you do it.

Anchor Cap & Closure Corporation
OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

HELP YOU CONNECT

Magazines going into all the better class of homes in Canada contain advertisements of

Sani-Flush



We keep this advertising going strong. The constant hammering away convinces people who have yet to learn how *Sani-Flush* puts an end to unsightly, offensive toilet bowls and makes the cleaning of them easy.

Do you want to get the benefit of *Sani-Flush* publicity? We'll help you connect with the magazine advertising by supplying you with display cards, newspaper cuts, "movy" slides, and circulars with your imprint — or we'll mail the circulars direct to a list of your customers.

Ask us about *Sani-Flush* sales helps.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

DON'T FORGET

MR. GROCER

that for summer trade and for all seasons

CLARK'S

have absolutely the finest assortment of PREPARED FOODS.

Soups (in all varieties).

Spaghetti with Tomato Sauce and Cheese.

Irish Stew, Beef Steak and Onions.



Corned Beef, Roast Beef.

Ox Tongues, Potted Meats.

Loaf Meats, Mince Meat.

PEANUT BUTTER

CLARK'S PORK AND BEANS

ETC., ETC.

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



The Original in the Red, White and Green Package.

MORE OF THIS THAN ALL THE OTHERS PUT TOGETHER

There are two ways of making profit, first by charging high prices to the consumer, second by handling fast sellers. So many are sold that the profit is high. As a grocer said to one of our salesmen the other day, "Why, I handle ten times as much of **KELLOGG'S** in the Red, White and Green package as any other line of Corn Flakes." Our traveller replied, "Good business. You see you are making ten times the profit on Kellogg's Corn Flakes that you do on any other." He was surprised; the grocer had not just quite seen it this way before, and why? Because we are back of the dealer with a national advertising campaign, which has resulted in the sales of **KELLOGG'S TOASTED CORN FLAKES**, the original in the Red, White and Green package, increasing every year and back of our advertising there is the goods, the quality, the attractive package, the quick seller.

Any time you are in London, drop in and see us. We will show you one of the finest Food Factories in America, not a frame shanty or a made over plant, but one built for the purpose, right up to the minute.

With the approach of the Fruit Season, suggest a double header to your customers: **KELLOGG'S CORN FLAKES** and Strawberries, or **KELLOGG'S CORN FLAKES** and Raspberries. Corn Flakes with any fresh fruit are mighty good.

Don't forget the original Red, White and Green package.

Battle Creek Toasted Corn Flake Co., Ltd.

HEAD OFFICE AND FACTORIES

London - - - Ontario

We Are Canadian. Are You?

If any advertisement interests you, tear it out now and place with letters to be answered.



"Riteshape"

For Picnics—The "Riteshape".

All picnic foods should be packaged in the "Riteshape" dish. The sliced meat, the cheese, the olives, pickles, the radishes, the onions.

"Riteshapes" give the housewife ideal containers for the prepared picnic menu.

She packs many of the items right into the basket just as they come from the "Riteshape" store.

She puts sandwiches into a "Riteshape" dish. She puts salads, baked beans, pastry, in fact everything into "Riteshapes"—if she has the "Riteshapes".

Isn't it a part of your service department to make things easy and economical for your customer?

Do it the "Riteshape" way.

Victoria Paper & Twine Company
TORONTO LIMITED **MONTREAL**

THE OVAL WOOD DISH COMPANY
 Manufacturers
 Delta, Ohio, U.S.A.



If any advertisement interests you, tear it out now and place with letters to be answered.

Quick Sales—Good Profits and Premiums

You can get all three very easily once you begin selling the two favorites—O-Pee-Chee Gum and Mintees.

Look at the three useful Premiums here illustrated. Wouldn't you like to secure them?

Then just order a 12-box assortment of O-Pee-Chee Gum and Mintees and select your choice. You'll make a profit of from \$1.50 to \$2.00 on your sales — and you keep the premium!



May we send you a copy of our premium catalogue?

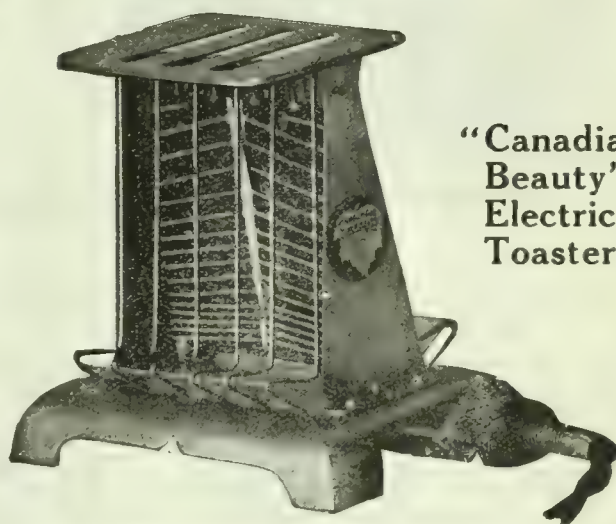
Mintees

A grand peppermint confection liked by everybody—young and old. Wrapped in tin foil, 20 5c rolls in display box.

O-Pee-Chee Chewing Gum

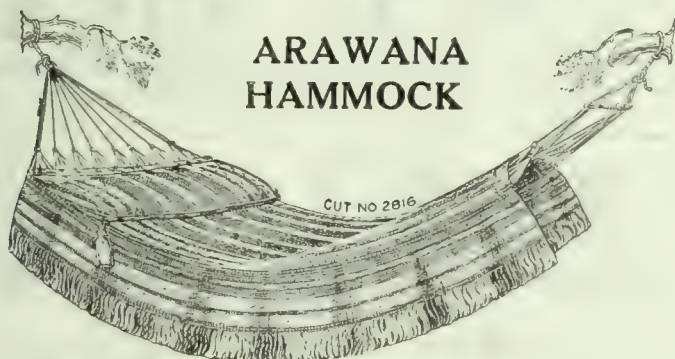
A delicious quick seller. Three attractive flavors: Spearmint, Peppermint and Licorice.

Sell these lines once and you'll sell them constantly; your customers will ask you for them.



"Canadian Beauty" Electric Toaster

Upright Toaster. Height 7 inch. Weight 2½ lbs., 110 volts.



ARAWANA HAMMOCK



Standard 6 Pound Iron, with Stand.

O-Pee-Chee Gum Co.
Limited
LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



WESTERN EXPERIENCE

Our many years' experience dealing with the Western trade is placed at your service.

We have experienced men calling on both retail and wholesale trade. We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Mr. Manufacturer

*Are you represented
in Alberta?*

If not, now is the time to go after the business. Prospects are good for large farm returns this year, and with the steady flow of thrifty settlers coming all the time, business is sure to increase. I have first-class storage, and am in direct connection with a large number of City and Country Merchants.

I want to represent you.

Reference: Standard Bank, here.

T. M. HANLEY

Broker and Commission Merchant

10154 103rd Street, Edmonton, Alta.

C. & J. JONES

WINNIPEG - VANCOUVER

*Wholesale Commission Brokers
and Importers*

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

This Space is Yours

For \$2

On Yearly Order

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE

from
COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C.H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have several good accounts, but can give you results on yours.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

We have good, live sales forces at each of the above points, with fully equipped offices and warehouses, and are in an unexcelled position to handle storage and consignments and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Gallon Apples
Fancy and Choice
Seeded Raisins

**W. H. Millman
& Sons**
Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**
Wholesale Grocery and Confectionery
Brokers
KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.
These are the days of saving in window dressing material. Let us prove it.
May we send full particulars.
Manufacturers' Window Dressing Service
860 Bathurst St. Registered

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

**Loggie, Parsons
& Co.**
Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confectionery Specialties.

"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

The HARRY HORNE CO.
LIMITED
Toronto, Can.
BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

We carry stocks in our own Warehouse
(when necessary.)
We employ a steady staff of salesmen.
(Get in touch with us.)

**DRIED AND EVAPORATED
APPLES.**
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA
Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

Commission Agent covering the ground between Cobalt and Cochrane and from Cochrane to Hearst, and also the Porcupine District, wants a few good lines on commission. Address A. L., P. B. 123, Timmins.

New Lines Wanted

Reputable live agency firm with staff of salesmen calling upon Grocers and Druggists throughout Ontario, Quebec and Maritime Provinces, can handle a couple of additional lines. Large warehouse in Toronto.

Address, "PROGRESS"
c/o Robertson, Robinson & Company
Chartered Accountants
24 King Street West - - Toronto

Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

ESTABLISHED 1849.
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
Calgary, Alta. Vancouver, B.C.
Edmonton, Alta. Hamilton, Ont.
Halifax, N.S. Montreal, Que.
London, Ont. Quebec, Que.
Ottawa, Ont. Toronto, Ont.
St. John, N.B. Winnipeg, Man.
Victoria, B.C.
Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, General Manager
Western Canada
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.

BEANS AND CORN A SPECIALTY
ALFRED T. TANGUAY & COMPANY
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

BEANS AND PEAS

We buy and sell. References Bank of Montreal.

Universal Importing Co. BROKERS

St. Nicholas Bld. Montreal

Buyers and Sellers of

All Kinds of Grains and Seeds

Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.

JOHN E. TURTON

55 St. Frs. Xavier St. - Montreal
Phone Main 2628

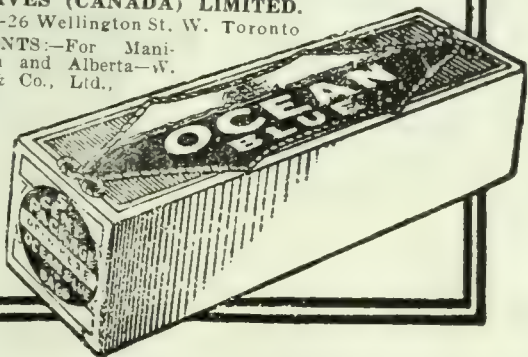
Be good to your best customers—
sell them the high quality

OCEAN BLUE

in 5c. packets. It always satisfies.
"It's not so much how much they
pay as what they get for what they
pay," and Ocean Blue is the best
that money can buy.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 14-26 Wellington St. W. Toronto
WESTERN AGENTS:—For Mani-
toba, Saskatchewan and Alberta—W.
L. Mackenzie & Co., Ltd.,
Winnipeg, Re-
gina, Saskatoon,
Calgary and
Edmonton. For
British Colum-
bia and Yukon
— Creeden &
Avory, Rooms 5
and 6, Jones
Block, 407 Hast-
ings Street W.,
Vancouver, B.C.



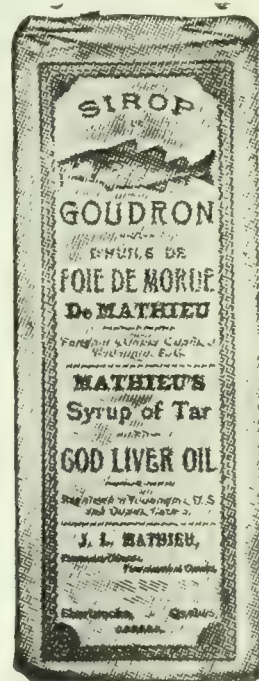
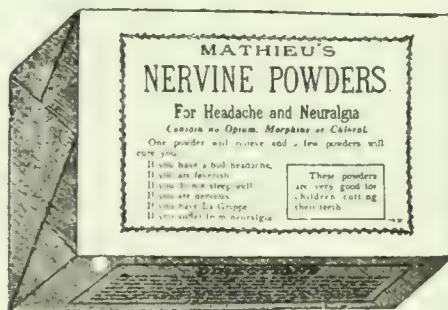
You will find these two well worth featuring

A little display of *MATHIEU'S NERVINE POWDERS* and *MATHIEU'S SYRUP OF TAR AND COD LIVER OIL* in your show case or on your counter will win you much additional profit. Both can be honestly recom-
mended for guaranteed good-
ness and quick results.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC



If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN NATIONAL EXHIBITION

AUGUST 25

TORONTO

SEPTEMBER 10

Fiftieth Anniversary of Canadian Confederation

1200 PERFORMERS

JUBILEE SPECTACLE

1200 PERFORMERS

Super-Climax in Spectacular Pageantry. Mobilization of Resources. National Service Exemplified. Motor Show—First Showing of 1918 Models. Fine Arts from Many Lands. Innes' and a Score of other Leading Bands. Giant Display of Livestock and Agriculture. Tractor Display.

NEW FEATURES IN EVERY DEPARTMENT. REDUCED FARES AND EXCURSIONS ON ALL LINES OF TRAVEL.



Put these two sellers on display to-day

Their delicious goodness will appeal to all.

E.P. Fruit Sauce

—the only Canadian-made Fruit Sauce on the market. A particularly good line to push during the hot weather. Repeats are certain.

The same applies to

H.G. Sauce (Worcestershire)

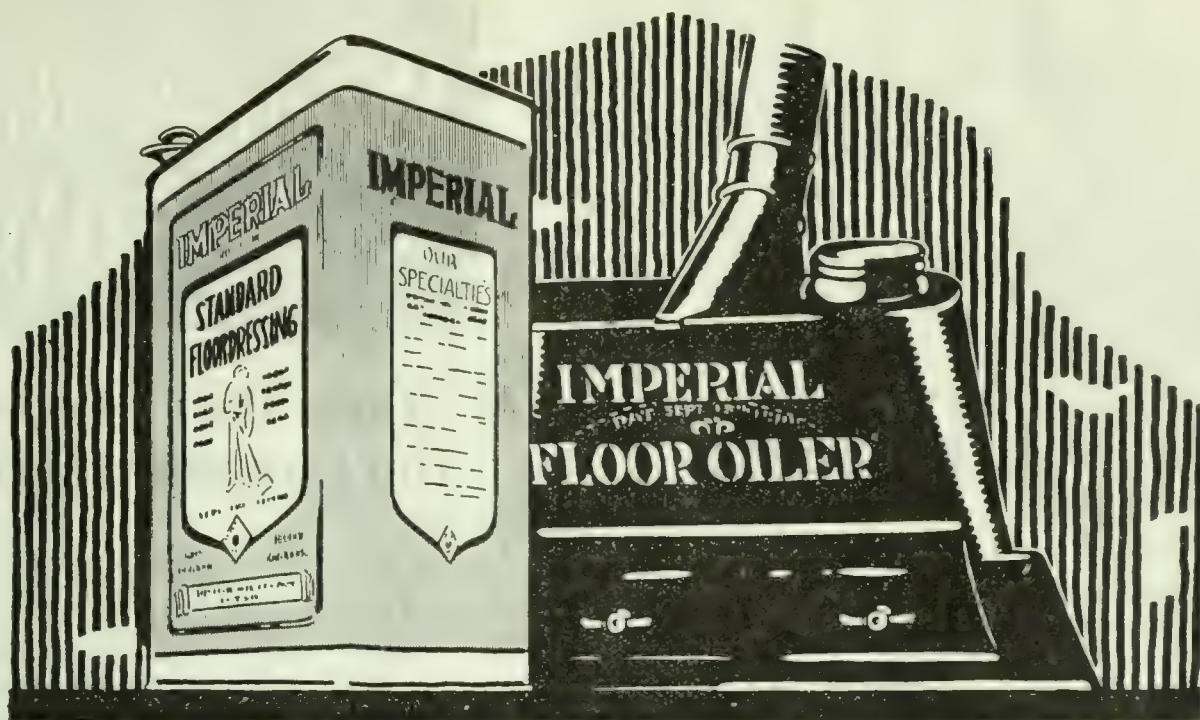
Both these lines have taken the place of imported products and offer the consumer such value as guarantees unstinted satisfaction.

Sold on the Contract Selling Plan. Stock up now and watch them sell.

The Canada Sauce & Vinegar Co.
519 KING STREET WEST - TORONTO



If any advertisement interests you, tear it out now and place with letters to be answered.



DUST

anywhere about the store hinders the sale of goods to discriminating customers and injures the reputation of the dealer.

STANDARD Floor Dressing

keeps the store and its contents presentable, and thus helps to hold the trade.

Tests have proved that it lays permanently over 90% of atmospheric dust.

A single gallon takes care of 500 to 700 square feet of space, and lasts for months.

It keeps the floor smoother, the fixtures brighter, the goods neater.

The Imperial Floor Oiler gives best results, assuring even distribution and preventing waste. A floor sprayer may be used, however.

Supplied in one and four-gallon cans, barrels and half-barrels.

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

The New Breakfast Food



Dutch Tea Rusks

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.

Agents for Canada



A Wash Day Favorite in the Canadian Home

Profit by the growing popularity of Wonderful Soap—the Canadian-made cleanser that doesn't injure the most delicate fabric.

Sales are always steady, and the profits are worth securing. Get up a display to-day.

Crystal Soap Chips always a live seller.

Guelph Soap Co.
Guelph, Ont.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory,
Leamington, Ont.

Principal Factory,
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax
St. John
Quebec
Ottawa
Winnipeg
Edmonton
Lethbridge
Calgary
Fernie, B.C.
Moose Jaw
Saskatoon
Vancouver
Victoria

John Tobin & Co.
Baird & Peters.
J. B. Renaud & Co.
Provost & Allard.
The Codville Co., Ltd.
The A. Macdonald Co.
The A. Macdonald Co.
Simington Co., Ltd.
Western Canada Wholesale Co.
The Codville Co., Ltd.
The Codville Co., Ltd.
Kelly, Douglas & Co.
Kelly, Douglas & Co.

There's room in your store

for two proven quick-selling profit-makers like

Royal Salad Dressing and Royal Mayonnaise

They're both "repeaters"—the kind of stock that keeps your cash register ringing merrily all day and every day.

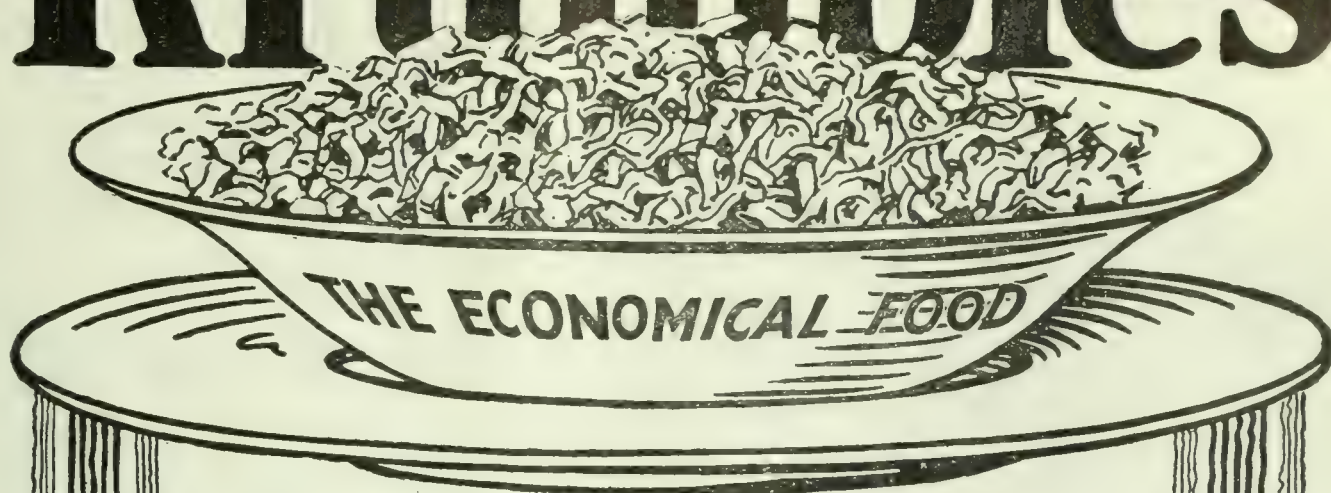
Try them and see if our statements aren't true.



Horton-Cato Mfg. Co.
WINDSOR, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Krumbles



Whole Wheat. More Nutritious than Bread

KRUMBLES is the first wheat food that gives you all the delicious flavor of the wheat—a sweetness that grows richer and richer the more you chew it.

KRUMBLES is the whole of the wheat with all of the protein, the phosphates, the mineral salts and bran—the things the doctors say all growing children need.

One Cent a Dish for Krumbles



TO THE GROCER: The "Economy" copy for Krumbles, the all-wheat, ready-to-eat food now appearing in the leading newspapers, will create an increased demand, for which you should be prepared. Krumbles is a "real" economy food—it has more food value than the same money's worth of the choicest meat. There is no waste. Krumbles is made in our factory in Toronto.

TRADE SUPPLIED BY

W. K. KELLOGG CEREAL COMPANY

McKinnon Building, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

A delicious, easily prepared summer dessert for every customer



There's a purity and a delicate flavor about "Cox's" Instant Powdered Gelatine that makes it the favorite summer dessert in thousands of Canadian homes.

Make this summer an unusually profitable season by stocking Cox's Instant Gelatine. Every sale will leave you a neat profit and win you still more customer-confidence and appreciation. Order your supply now.

COX'S

British Made

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

Women are familiar with
Klim in liquid form

because Klim is the solids of pure pasteurized and separated milk reduced to powder. When dissolved in water, Klim becomes the liquid milk every woman uses in cooking.

Klim is a convenient and economical way of keeping fresh milk for cooking always on hand because it remains sweet, pure and fresh until the last atom is used.

Klim is packed in sanitary tins. Ask your wholesale grocer for the household size.

Canadian Milk Products, Limited
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal

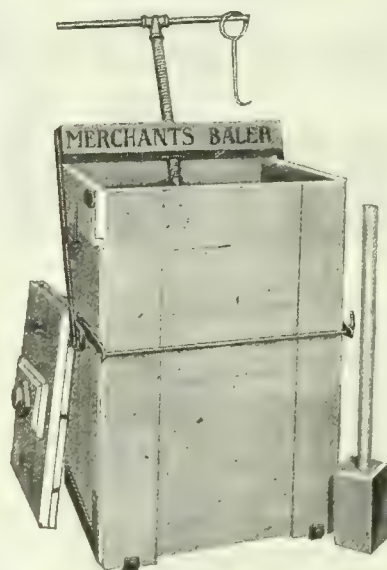
ALSO STOCKED BY

W. H. Escott Co., Limited
Winnipeg Calgary Edmonton
Regina Saskatoon and

Kirkland & Rose
Vancouver

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered
Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by

Walter Baker & Co., Limited

Established 1780

Montreal, Can. Dorchester, Mass.

A want ad. in this paper will
bring replies from all
parts of Canada.

If any advertisement interests you, tear it out now and place with letters to be answered.



Cow Brand Baking Soda

Quality is the all-important factor that has made this delicious Baking Soda a general favorite with every discriminating housewife.

The Service it gives her confirms her in the belief that Cow Brand Baking Soda has no superior. Are you selling it?

Church & Dwight, Limited
Manufacturers - - MONTREAL

A 10c. tin for 5c. And the best Cleanser on the market too.

BABBITTS is a line that every grocer should keep well to the front. Active selling and big

profits invariably follow a Babbitt display. Good housewives everywhere know this to be a Cleanser that is entirely unequalled for all-round satisfaction.

Premiums for Trade-Marks.



WM. H. DUNN
Limited

General Representatives
for Canada
MONTREAL

Dunn-Hortop, Limited
TORONTO
Special Agents



—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.

Windsor
Table
Salt
Made in Canada
THE CANADIAN SALT CO., LIMITED

Like Rolling Down Hill

The more widely any product is distributed—the greater the number of dealers who handle it—the easier it is to sell. Every month makes

CHAMBERLAIN'S REMEDIES

a better selling line, because the number of dealers handling them increases. This not only gives us a larger output, but makes selling easier for each dealer. Send for free advertising matter and get your share of the profits.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.



100% Pure



E. D. Smith's New Pack Red Raspberry Jam

Send in your order now for New Season's Pack E.D.S. Red Raspberry Jam in attractively labelled packages.

With E.D.S. Brand you can be sure of the maximum sales. It is guaranteed 100% pure, and will satisfy your very best trade.

ORDER AT ONCE.

E. D. Smith *and* Son, Limited

WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

No chance in this

Red Rose Tea is tested at the gardens, again by our Eastern Red Rose shippers, then at the Red Rose warehouse upon its arrival before blending; after that an experimental blend is tested, and the final or actual blend is also tested before being packed.

Nothing is left to chance.

That is why that "Rich, full flavor" is always present in Red Rose Tea.

Why take chances with cheaper teas?

T. H. Estabrooks Company, Ltd.

St. John

Toronto

Winnipeg

Calgary

Help the housewife to reduce expenses

Show her how by using the stone jar here illustrated she can stow away ample supplies of Butter, Eggs, Fruits and Vegetables, and thus avoid Winter's big prices.

And you'll make a good profit on every jar you sell. Note prices:



8 gallon.....	}	at 15c per gal.
10 gallon.....		
12 gallon.....		
15 gallon.....	}	at 18c per gal.
20 gallon.....		
25 gallon.....		
30 gallon.....	}	at 20c per gal.
35 gallon.....		
40 gallon.....		
50 gallon.....	}	at 24c per gal.
75 to 500 gallon sizes made to order only.		

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO



The Rich Can Buy Nothing Better

The poorest customer you have can afford to eat Shredded Wheat for his breakfast, but the wealthiest cannot start his day with anything better. While it costs only five or six cents for a breakfast of

Shredded Wheat

with milk and a little fruit, such a combination makes a perfectly balanced meal that contains all the nourishment the human body requires. Always the same price, always the same high quality, always the same fair profit.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"Made in Canada"

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East 910.

If any advertisement interests you, tear it out now and place with letters to be answered.



Every sale of Keen's is a forerunner of others and the profit margin is big enough to make a daily display worth while.

The best grocers in the country find Keen's a great customer-getter. So will you.

Remember, the makers guarantee the quality.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Niagara Grape Juice

Red and White

Trade Prices

50c. Size Per Case (1 Doz. Qts.)	\$4.00
25c. " " " (2 Doz. Pts.)	4.50
10c. " " " (6 Doz. Ind.)	5.00

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, JULY 27, 1917

No. 30

Keeping Accounts on a Safe Basis

A Western Merchant Keeps Accounts Within Reason by the Method of a Cash and Credit Price. Charging 15 Per Cent. Interest on Delayed Accounts—Some Description of the Store and Methods of J. E. Le Dain, Boissevain, Man.

It is to the West that we have to look mainly for a solution of the many difficult problems connected with credits. Merchants in that section of the country seem to have been brought more closely face to face with the evils of extended credits than have the merchants of the East. This is due probably to the extent and conditions of the farmers' trade.

Fortunately the Western merchant is attacking that problem with promptness and wisdom, and the wisest and simplest measure that has been devised to meet this condition, in the differentiation between a cash and credit price.

E. J. Le Dain, of Boissevain, Manitoba, has adopted this policy and has found it entirely satisfactory. Mr. LeDain does a mainly cash business, but he does not tie himself down to a hard and fast basis of cash, as we have come to know

it, but he does demand cash within thirty days. There are many reasons that can be advanced why limited credits are an advantage, there is no single reason known that can favor an extension of credits over long periods.

A Cash and Credit Price

Of course the matter of enforcing such a cash system is one of some moment. Mr. LeDain, as has been stated, does a practically cash basis, but he does give some credit; he estimates this at about \$700 per month, of 30-day accounts.

When an account has run for sixty days it is penalized by adding 15 per cent. to the account. This is the difference between the cash and the credit price. To make the campaign for cash or brief credits effective, there must be some advantage to the customer in paying cash. That

has been the great flaw in most of such attempts. The credit customer got the same or better treatment, both in service and price as the cash customer. The two grade price such as is adopted by Mr. LeDain, is the only effective way of encouraging better business conditions.

Increase of 15 Per Cent. Collectable

After an account has extended 60 days there is added to that account 15 per cent. This is an accepted fact, and this store has not had a single objection to this action, and the account plus interest has been paid without complaint. This may be partially accounted for by the fact that this is an accepted principle of the store and is known as such. Glass framed show cards in the store draw the attention of the customers to the fact. These cards read: NOTICE—We ADD 15 PER



The Grocery Department of the J. E. LeDain store. Note the glass-topped counters, an effective display method.



The China and Crockery Department of the J. E. LeDain Store, Boissevain, Man.

CENT. TO ALL ACCOUNTS NOT SETTLED IN 60 DAYS." "No sane person," says Mr. LeDain can expect to get credit at cash prices," and his experience has proved to his satisfaction that they do not, and that where credit, for one reason or another is required they are ready and willing to pay for the accommodation. This is putting the matter of accounts on a safe and sane basis.

An Attractive Store

The store of Mr. LeDain is somewhat of a general nature, though it lacks some of the departments that are generally associated with that name. It is more a specialized store than a general store. It features in all three departments, groceries, china and crockery, and boots and shoes. The store is a large roomy building, as the accompanying photographs would suggest—fifty-four feet in depth with ample width. Behind the store there is a warehouse in which surplus stock is stored; this adds another 25 feet to the storage space, while a shed at the rear gives another sixty feet available for goods of a non-perishable nature.

The Sample Display Idea

The right hand side of the store is devoted exclusively to the grocery department. The first five shelves are used as sample cases, a rather novel idea of Mr. LeDain's. Here there is displayed samples of all the displayable goods in this department. The same plan is adopted with the glass, china and crockery department, across the store.

The counter which runs down the whole of the side has a plate glass top this gives opportunity for further display. Here are arranged such goods as candy, fruits, biscuits, fine china and

glassware, stationery and pipes and tobacco.

Value of Trade Paper

Mr. LeDain has been a constant reader of trade papers and has found them of benefit, and he writes kindly of the aid they have been to him. He says, in part: "I have followed your CANADIAN GROCER fairly closely for the past two years. There were times when I thought I had overbought, but it has always turned out that I bought at the right time and saved money. Just now I have one ton and several hundred pounds of black tea, bought right, and I am making good on it."

On the opposite side of the store to the grocery department is the department of china, crockery and glassware, another fruitful source of business to the store, while behind that again is the shoe department.

Mr. LeDain finds business generally fairly good; there is a somewhat noticeable decline in the sale of luxuries, but that is made up for by the increased sale in staple lines. It is Mr. LeDain's belief that he could double his present business by giving extended credits, but, as he says himself, that would mean a lot of worry and probable loss, and as it is now, he can close up shop and forget all about it till next day, which, after all, is an argument. Moreover, he knows something of conditions, not only the conditions of his own little locality, but of the whole country, having been on the road for thirty-three years, and has had ample opportunity to see the difficulties and disasters that follow on the trail of unwise credit.

Handling Eggs for Cash

Mr. LeDain does a nice business in handling eggs. He does it in this way—

purchases out and out the thirty-dozen crates that are used, and this case is sold with the eggs. This is the non-returnable egg case system that has been found one of the most effective means of improving the quality of eggs by protecting them against the contaminations that are to be found in most old or returnable egg cases. These eggs are bought for cash and sold for cash, and so live up to the general policy laid down in the business.

There are many points in the story of this store that might well prove of value to other merchants who are meeting the same conditions. It might be added, that from a statement of business and liabilities that Mr. LeDain has provided us, it is evident that he has met these difficult conditions successfully.



REMOVE DUTY ON FOOD FROM U.S.

The special attention of the Government is to be called to the request of the Canadian Food Controller in connection with plans for greater economy on food supply. Sir James Loughheed promised to call the attention of the Government to the suggestions that Canadians should eat a third less wheat, beef and bacon, so that a greater quantity of these articles would be available for export, and that more food of a perishable nature should be consumed in Canada to save the beef, bacon and wheat. The suggestion was also made that the Government would make it easier for the people if it removed the duty or tax on foodstuffs entering this country from the United States, and that the Government could charge to the feeding of troops at the front any loss of revenue that would result from the removal of duty on food entering Canada.

Eatons Adopt New System

T. Eaton Co., Ltd., of Toronto Adopt System for Handling Out-of-Town Trade—Better Delivery and Advertising Facilities Offered.

DESPITE the success which has attended the system of mail order throughout the outlying districts, the recent action of the large Toronto store of the T. Eaton Company, Ltd., Toronto in inaugurating a new system for the handling of out-of-town trade, is evidence of how the large city firm is aggressively going after this class of business.

In the past, the mail order catalog has been an unwelcome visitor to the communities surrounding the city of Toronto and with high hopes of securing still further trade from such centres, the T. Eaton Company have adapted a new plan, the outstanding features of which are, more rapid delivery, better advertising facilities, and the advantage of "personal contact," and overcoming the disadvantages of mail order.

Plan Adopted in Three Ontario Towns

The plan which was introduced in Brampton, Ont., just five weeks ago, following its working out in the towns of Aurora and Newmarket, consists of the appointment of a local man to operate a motor truck supplied by the T. Eaton Company, and to deliver their parcels at a certain rate per parcel. In Brampton an office has been opened and a girl is employed to take orders and payment. It is also her duty to telephone in the orders to the Toronto store after which the parcels for the town are all collected in one shipment and forwarded by express. On reaching the town representative, the parcels are placed in the truck and delivered. In this manner, orders placed in the morning are delivered the same afternoon, and orders placed in the afternoon are delivered the following morning. Delivery is restricted to the town itself, so that farmers in the outlying districts have to call for their parcels at the local office. Under the mail order system, parcels at first were delivered on the rural routes, but the abolishment of this practice some time ago made it necessary for some new plan to be adopted, hence the new departure as outlined, though the inconvenience of having to call in town for parcels has still to be contended. Such inconvenience has been minimized to a great extent by the practice of farmers coming to town for the day, to place their orders early and return with their parcels on leaving town the same afternoon or evening.

New System Has Many advantages

The advantages of this system are quite apparent, for it offers delivery facilities almost equal to those offered by the town merchants themselves, and the advertising effect of having an Eaton man call in an Eaton truck is of untold value.

In the case of Brampton, the local express agent Mr. Lowry is acting for the T. Eaton Company, and is kept busy delivering parcels which represent a weekly business approximating in value \$2000 according to the estimate of local residents. No extra charge is added to purchases for the express charges, for the parcels are sent in large trunks on which such charges are reduced to a minimum, and, in addition, it must be taken into account that a large weekly postage bill under the mail order system is hereby eliminated.

Hotel As Sample House

There have been unending rumors about plans for further development in the case of Brampton, but nothing definite has been done as yet, and no confirmation is forthcoming. The Queen's Hotel in the town has been for sale for some time, though it is at present rented, and at the time when the T. Eaton Company inaugurated the plan outlined there were rumors that the hotel property was to be purchased and turned into a sample house where prospective purchasers could examine the actual goods before placing their orders. This rumor was started as result of some enquiries about the property, though similar rumors were connected with other Toronto firms as well. The owners of the property deny the sale of the hotel and very non-committal have been the replies of the T. Eaton Company to enquiries of local real estate agents concerning the property.

It is possible that the introduction of the new plan may be followed by still further developments, and the opening of such a sample house might be considered as a logical procedure, but as yet there is no confirmation of the matter. At the present time the T. Eaton Company representative is located in his own office in the Canadian Express building. No extensive equipment is required for the work done, and herein lies one of the chief factors which is considered unfair by the town merchants. The town business tax of 20 per cent. it is claimed is levied on the premises occupied, and it is, therefore, apparent that the retail merchants are paying a great deal higher tax while not securing a fraction of the business of the T. Eaton Company.

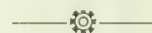
Business Not Much Affected

To date the town merchants generally report that the new plan has affected them little more than under the mail order system, but the possibilities involved in the plan are unlimited.

T. Eaton Co. is "Mum"

Seeking confirmation of the new delivery plan and its relation to the rumor-

ed purchase of the Queen's Hotel at Brampton, a representative of CANADIAN GROCER interviewed Second Vice-President Magee of the T. Eaton Company, and while nothing definite was forthcoming concerning the matter, the elusive replies and failure to deny the matter were evidence that the giving of information along this line was not relished by the Eaton authority who preferred to keep safely in the dark anything which has been done in the matter.



GOVERNMENTAL CONTROL OF EXPORTS IN UNITED STATES AFTER JULY 15

Governmental control of exports essential as war-time commodities will become effective in the United States on July 15 under the provisions of the proclamation issued by President Wilson within the past few days. The essential commodities placed under restriction, and which may not be taken from the country after the date set except under license, are widely varied, and in their scope are indication of the drastic action necessary to prevent the draining of America. It is evident that President Wilson is determined to see that no more foodstuffs from the United States leak into Germany through contiguous neutral nations, and confirmation of this stand is contained in his statement that "it is the duty of the Government to see that Germany does not receive succor."

The President emphasizes the need of ameliorating food conditions in America, and in connection with his action it is reported that practically a complete embargo on wheat may be established, to remain in effect until the allies of America form their Central Purchasing Board. This body will apportion to each country amounts essential to their needs, and these amounts will be purchased for them probably through the food administrator. This step is designed to stabilize the market by ending competitive buying, and it is probable that it will later be extended to other grains and commodities. It is expected efforts will be made to have the allies move the surplus of wheat now held in Canada when this embargo becomes operative.



AMERICAN TEA HOUSES, MAKE LARGE PROFITS

The Great Atlantic and Pacific Tea Company report an increase in business of 76 per cent. over the former half year's business. The reported sales from Jan. 1 to June 30, amounted to \$38,049,712 as against \$21,607,773 for a similar period of the previous year.

Another company that is showing large increases is the Jones Brothers Tea Co. This company reports that the sales of the Grand Union Tea Company and Globe Grocery Stores operated by them amounted in June, to \$1,021,773 compared with \$810,777 for June 1916, a gain of 26 per cent. Sales for the first six months of the year totalled \$5,566,044 as compared with \$4,636,523 for a corresponding period of the previous year, a gain of 29.95

Eight Thousand at Winnipeg Picnic

Western Dealers Have Great Time at Grand Beach—Required Nine Trains of Thirteen Coaches Each to Carry Them There.

THERE are very few people living to-day who went to the first Winnipeg Caterers' Picnic. Thirty years in Winnipeg is a long time. There are over eight thousand people can say they went to the thirty-first picnic, which was held on Wednesday, July 18.

The C. N. R. required seven trains, and two "moonlights," to get them all to Grand Beach. Six thousand four hundred adult tickets were sold. The rest were children. There was an extra child to bring back, for one of the picnickers gave birth to a girl baby after she had been in for a paddle.

The long trains, thirteen coaches apiece, started moving towards Lake Winnipeg shortly after eight a.m. The grocers took advantage of the holiday for a sleep-in, for the 10 o'clock train carried more retailers than any of the other six.

John O'Hare, sensible man, stood at the Winnipeg station entrance crying "Get your tickets on the train." This did away with any confusion around the entrance. Jack Treleaven, of Treleaven & Campbell, director of transportation, was on the platform wearing a white peak cap, and looking like the captain of a ship. He had a wet time (for it was over 90 degrees in the shade), but his work was perfect.

Mixed bathing is allowed at Grand Beach, and the bathers, when they hear the engine whistle, start off to meet the train. All the grocers seemed pleased at this new C. N. R. resort, and said they would go again.

Storm Comes On

Soon after the noon train, the man with the fog horn started running up and down the course where the sports were to be pulled off. The races were on.



J. CONGALTON,
President

The ladies were there in thousands. Hardly had the fun commenced when a storm came on, and helter-skelter went everybody. About five hundred people

were seen under an elm tree, and as many more rolled under the plank sidewalk.

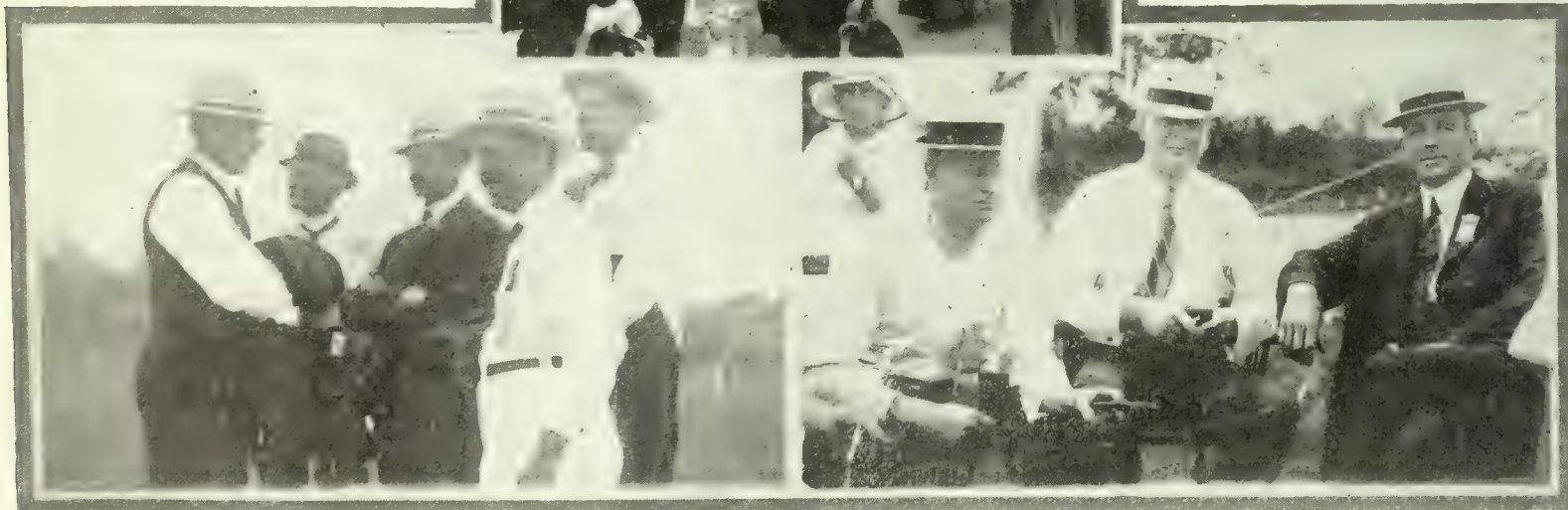
It passed off, and there was no more rain for the rest of the day. It would be hard to describe every event in detail. The Royal Crown race for married women brought many contestants forward. The prizes were very valuable. Nearly a hundred entered. The call went out for the ten best-looking to run first. The whole hundred got into line.

It was funny to hear the talk, one woman whispered something into the starter's ear, and he replied, "Well, she's probably thinking of getting married." There was a youngish woman in the front, and someone was heard to say she was only sixteen, to which she replied with considerable heat. As each race started you could hear the kids shouting "go on Mother," and then after the race, "Mother won."

Not Her Husband

The wheel-barrow race was excruciatingly funny. Jack Young (of Blackwood's Ltd.) fell, but fortunately kept his handles down, as shown in an accompanying picture.

It was particularly pleasing to notice that the leading city grocers evinced the greatest enthusiasm, taking part in the events, and assuming the heavy responsibilities of executives. Jack Treleaven, after working like a Trojan for weeks on Transportation, entered the committee men's race, and won it in splendid style, receiving a gold-mounted walking stick. He was heard to remark that he had not run in a race for four years. He honored the CANADIAN GROCER by posing for his picture immediately after the presentation.



Some views of the Winnipeg Retail Grocers' picnic at Grand Beach. On the left are shown Geo. D. Sinclair, John Cheyne and other prominent men at the picnic. The picture above shows the arrival of the 10.30 train bringing many Winnipeg grocers to Grand Beach. On the right are shown in order from left to right: J. A. Campbell, W. P. Riley, President of A. Macdonald Company, and S. M. Sreaton, sales manager of Mason & Hickey.

There was a long competitive programme, which was carried out during the afternoon, including racing for old and young, fat and thin, short and tall, 200 pounders and 100 pounders, employees and employers, travellers and carters, wheelbarrow races, and boot and shoe races, etc., competitions for the fattest babies and the best-looking babies, dancing competitions, etc. The first prize-winner for the open waltz was Mrs. H. A. Brewer, and for the open two-step Mrs. Payne and J. Herbery.

The following is a full list of prize winners:

Girls race, 4 years and under—1st, Annie Goldie, 2nd Violet Brown, 3rd Elsie Flint.

Boys race, 4 years and under—1st W. F. McKay, 2nd Leslie Fox, 3rd B. Hamilton.

Boys race, 6 years and under—1st Dan Stack, 2nd F. Tingling, 3rd J. Donaghy.

Boys race, 10 years and under—1st C. Brooks, 2nd C. Jubis, 3rd M. Burdett.

Boys race, 16 years and under—1st R. Herget, 2nd Ross Medcalfe, 3rd C. Warren.

Girls race, 6 years and under—1st Pearl Warren, 2nd Doris Ashton, 3rd Katie Williams.

Girls race, 10 years and under—1st, E. Couborne, 2nd Vera Parkinson, 3rd R. Thoye.

Girls race, 15 years and under—1st Alice Dubois, 2nd G. Knight, 3rd L. Low.

Single ladies race, over 16 years—1st M. Letters, 2nd M. Robertson, 3rd D. Marshall.

Royal Crown Soap race, married ladies only—1st Mrs. C. B. Cohoe, 2nd Mrs. Stack, 3rd Mrs. Garling, 4th Mrs. Collins, 5th Mrs. Jones, 6th Mrs. McKeone.

Open amateurs, 100 yards—1st Army Howard, 2nd C. Brown, 3rd C. Wallie.

Middle aged men, 45 to 55 years—1st T. A. Brown, 2nd E. Smith, 3rd W. P. Murphy.

Old men's race, over 55—1st Ben Holman, 2nd J. R. Gowler, 3rd A. Raynor.

Fat woman's race, over 200 lbs.—1st Mrs. Berry, 2nd Mrs. Martin, 3rd Mrs. Walters.

Ladies egg and spoon race—1st Miss Smith, 2nd Mrs. Stack, 3rd Mrs. Speird.

Fat man's race, over 200 lbs.—1st H. McDonald, 2nd F. J. Foster, 3rd W. Smith.

Employers—1st F. Marples, 2nd L. Thompson, 3rd Percy White.

Retail caterers inside employees—1st T. McKeone, 2nd A. Adleman, 3rd H. Ritchie.

Retail caterers drivers' race—1st A. Jenkins, 2nd J. D. Batigili, 3rd V. Benger.

Travellers race (wholesale)—1st I. Polensky, 2nd G. T. Stokes, 3rd Sam Penwarden.

Wholesale caterers inside employees—1st J. W. Simpson, 2nd S. Corbett, 3rd H. E. Ryan.

Wholesale caterers drivers—1st A. Howard, 2nd F. Cook, 3rd J. Martin.

Retail grocers, employers—1st C. Thompson, 2nd Percy White, 3rd D. Ritchie, 4th C. H. Myers.

Wheelbarrow race, lady to drive gent—1st Miss Richards and W. Singer, 2nd Mrs. Collins and A. C. Carleton.

Sack race, 50 yards—1st S. Corbett, 2nd T. McKeone, 3rd H. E. Ryan. Special prize J. Martin.

Ladies boot and shoe race—1st Mrs. Cameron, 2nd Miss N. Garwood, 3rd Miss R. Garwood.

Boys boot and shoe race—1st Tom Tusner, 2nd E. Tinling, 3rd T. Parker.

Caterers inside lady employees—1st Miss Letters, 2nd Miss Robinson, 3rd Miss Hill.

Married ladies race—1st Mrs. Cahoe, 2nd Mrs. T. McKeone, 3rd Mrs. Gibson.

Committee men's race—1st J. Treleven, 2nd C. H. Myers, 3rd J. Martin, 4th J. M. Lennan.

Married ladies' consolation—1st Mrs. Hall, 2nd Mrs. Murison, 3rd Mrs. Hutchins, 4th Mrs. McAndrew.

Special Hudson's Bay wholesale (Retail

Grocers' consolation)—1st T. Holton, 2nd J. Ritchie, 3rd J. Stoble.

Best looking baby under 18 months—1st Mable Williamson Brewster.

Fattest baby, under 18 months—1st Victor Kemmel Dutton.

Best lady and gentleman waltzers—Mr. and Mrs. H. A. Brewer.

Best couple of two-step dancers—Mrs. F. W. Payne and J. Herbert.

Best lady and gent waltzers (open to caterers only)—Mr. and Mrs. McFarquhar.

Best couple of two-step dancers (caterers only)—Mrs. Carter and Bert McAvoy.

PICNICKETTES

John Irving was on the grounds picking out the Quakers. He had a Quaker flour race.

Percy White won the second prize in

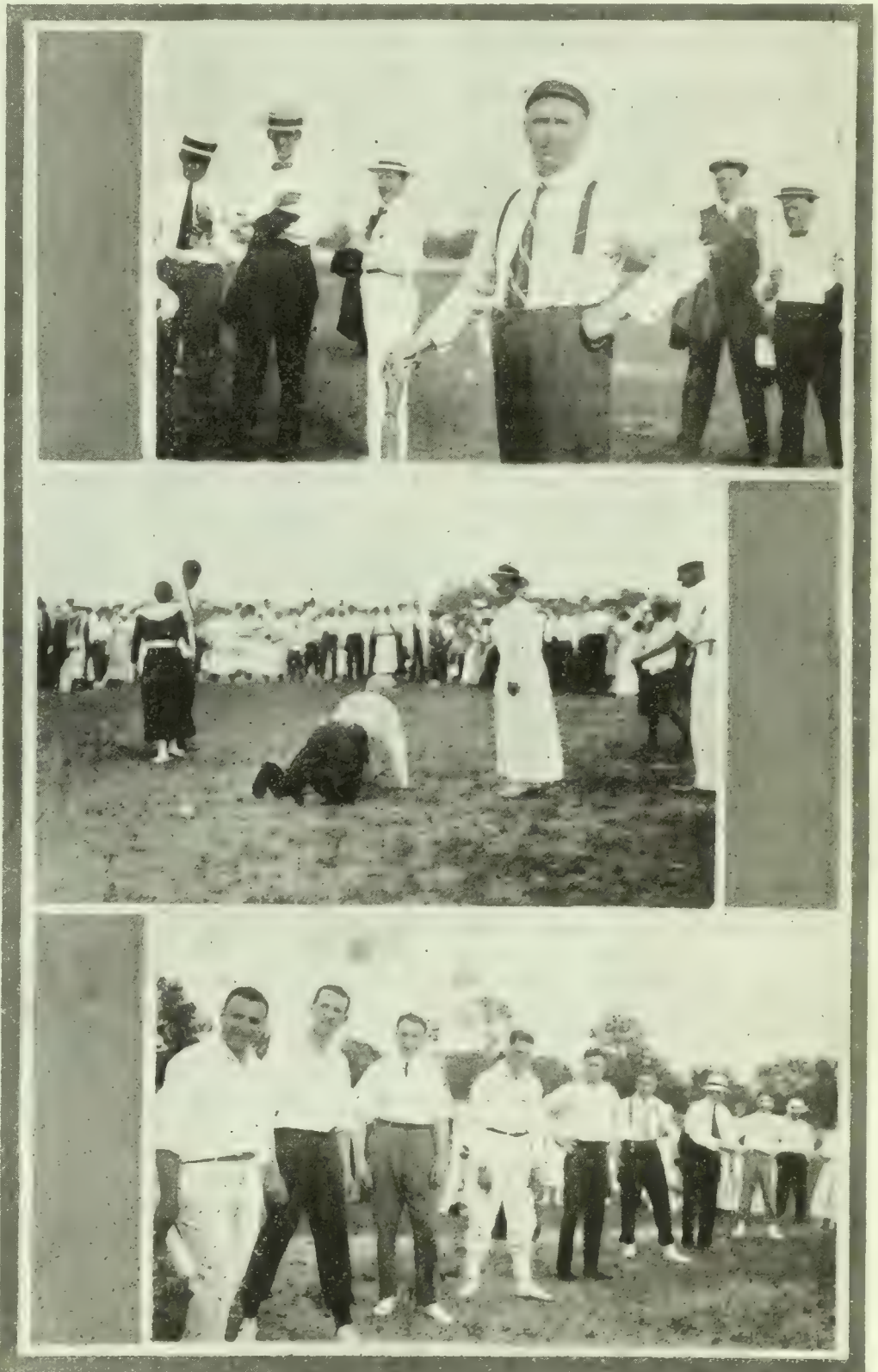
the employer's race, and sure was in fine running trim.

T. White of the H. L. Perry Co. is like his name, white, and was right on the job assisting everybody.

The committee was very pleased to see Tim, late of the Advertising Committee, shaking hands before leaving for Saskatoon.

John O'Hare sent a wireless. Everybody thought he was dead, but he was the liveliest of the bunch.

Archie White never misses a Caterer's picnic. He was seen throwing pebbles on the lake to see how big ripples he could make.



Some interesting scenes at the Grand Beach picnic of the Winnipeg Retail Grocers. Top picture shows Jack Treleven, of Treleven & Campbell, after winning the Committee Men's race, posing for Canadian Grocer. Centre picture shows Jack Young, of Blackwoods, Ltd., coming to grief in a wheelbarrow race. The lower picture shows some well-known Winnipeg dealers in the Retail Grocers' Employers' race.

Turnover, Margins, Systems

Comments and Suggestions Mostly From One Keenly Observant Merchant—Suggestive Ideas That should Prove Helpful.

By Henry Johnson, Jr.

JOHN LEWIS, a Nova Scotian, is one of my most helpful correspondents. This because he is thoughtful and observant enough to select from my stuff whatever he can use in his business; and tolerant enough to realize that the rest may be good for merchants whose location and environment differ from his own. Likewise, he takes time to analyze things carefully from various angles; hence what he writes is always worth while.

For instance, his location is a summer resort. Plenty of trade in summer to keep him and his organization hustling. Little trade in winter, so then he puts his store and stock in order; studies what has happened during the previous season of activity to profit by what that study will reveal to him. Naturally, being far removed from central markets, his turnover in some lines is slow; and he feels that such lines must be carried even if they turn but once a year—in which he is right. But at the same time, he is ready to learn of ways and means to speed up even these lines.

So now I am going to pass along considerable excerpts from his recent letters, and comment here and there, though as a matter of fact, he furnishes the better part of the comment as he writes.

A Useful Postal Card Form

Speaking of my counsel that merchants buy from hand-to-mouth of goods which tend to move slowly, especially in these times of high costs, he writes on one of the cards as follows:

"This is the plan I have been trying to follow rather than the hand-to-mouth plan. Of course, I have stationery and household utensils, with very little that is perishable, but I think it pays me as a rule to buy futures in groceries, and get rid of the care when busy."

And the "plan" is indicated by the printed form on back of card, as follows:

"Dear Sirs,—We thank you heartily for the information concerning your goods. It is filed and will be carefully considered. Our town is largely a summer home for people from the West. In winter we study, in the spring we buy, in the summer we sell, in the fall we simply fill in the gaps.

"Before buying we may send for samples of the goods we can use. For us samples without a salesman are better and cheaper than a salesman without samples. Few of us like 'to buy a pig in a poke.'

"Yours gratefully,

"JOHN LEWIS."

That card is worth studying. For it operates in many useful ways. It saves Lewis' time, in that he says what he wants said by the simple act of writing in the date and addressing. Anything

special he can insert in the usual space on the address side.

It tells the whole story in most concentrated, straightforward fashion, so that the reader gets the situation at a glance, can understand the reasons why Lewis does things his way, and altogether promotes clear understanding.

And fully as important as the foregoing, hereby, Lewis always is courteous. He gives way to no fits and starts of temper, does not permit "how he feels" that day to convey an unfortunate impression; but is always cheery, informative and reasonable.

I think this card a model form. Seems to me it must operate very effectively to offset the fact that Southern Pines is a little out of the way for some central sources of supply and travel.

Compares Diverse Conditions With Judgment

Referring to some of my recent talks on speedy turnover, Mr. Lewis writes:

"Your business life has been spent in a city surrounded by a number of large cities, having large wholesale houses with almost unlimited stocks. This is a small town at a distance from large cities. There are wholesale houses in the towns surrounding, but the stocks are very limited and uncertain.

I have read everything I have been able to find on fast turnovers, and have a great desire to eliminate altogether the slow-selling articles, but am still buying a large number, especially in the household, utensil and stationery departments in advance, and during the slack months to get them ready to sell during the busy months. Last summer and this I have been doing more of this because of market conditions and transportation difficulties. My reasons:

"1—I have to pay rent, taxes and insurance anyway, and it is an advantage to keep the boys occupied and trained, so there is an increase of efficiency and a saving in wages—the highest item in the expense of doing business—hence more satisfaction.

"2—By buying early, I am more certain to secure the same, tested brands. There is satisfaction and saving in this, for it costs time, money and strength, and possibly customers, to introduce a new brand of goods instead of the old reliable. I don't want to be forced to try new goods in large quantities.

"3—It is difficult to get clerks to use the 'want book.' This ties the proprietor to ordering during the busy season if he buys from hand-to-mouth. If he has the large part of his stock ready to hand out, he can devote himself to the more perishable articles, his books and his customers without becoming weary and irritable during the busy season. His health is not

as apt to suffer from confusion and worry.

"4—This minimizes the danger of having to say: 'Yes, we keep it, but we are out of it just now'—one of the worst trade-killers in existence.

"5—Keeping fast sellers only and sending customers elsewhere for the slow sellers is also one of the surest ways to send them elsewhere for everything.

"6—By keeping goods in advance, the merchant ought to buy them for less, and generally does, for the wholesaler is relieved of risk and expense. It is possible to buy some things with a guaranty against a lower price by that firm.

"7—More probability of receiving fresh stock on arrival.

"I can buy a great many articles most of the season from a town only four miles away, and can use the 'phone. When the salesman comes he generally knows whether he has the article in stock, but if he is not here, my safest way is to send to Halifax or Montreal. Even then I have to wait two weeks when the article is in stock. So a great deal of my grocery stock comes in drop shipments from the manufacturer or in futures in the spring or early summer.

"Household utensils come during the winter, not only from wholesalers in St. John, Halifax, and Montreal, and other places, but from manufacturers from the length and breadth of the country.

"When there are few customers I deem it wise to keep busy with these goods that do not deteriorate very fast.

"Then, too, I am keeping the money busy throughout the year instead of during the winter only.

"'Circumstances alter cases,' they say. 'Yours with best wishes.

"JOHN LEWIS."

Almost An Excellent Analysis of Conditions

That, it seems to me, is a splendid analysis of Lewis' own business.

If more of us did likewise, more of us would be in shape to retire after a lifetime of activity, and would be masters of our destiny while at work.

Almost every word of that is sound sense. For, of course, there are considerations which offset—to some considerable extent—the consideration of rapid turnover. The training of the help in slack times, the tested brands running along like institutions, the saving of strength and nerve force to the boss—how many of us give sufficient consideration to this last vital point?

The want-book complaint is an old one and general. This trouble runs in every store, and ways to correct it always are mere palliatives. We can only keep at it

(Continued on page 43.)

Toronto Grocers' Picnic Great Success

Proceeds of the Picnic, go to Canadian Red Cross—Some Incidents of a Happy and Memorable Day.

THE Thirty First Annual Picnic of the Toronto grocers will stand out at least until next year's picnic, as one of the most successful that has ever been held.

Nature that has been sprinkling rain around daily for many weeks past evidently felt kindly disposed toward the hard working grocer for not a drop of rain fell during the day.

By far the majority of the picnickers managed to bestir themselves betimes, and a little after seven a.m., there was a continuous stream of grocers and their friends pouring down through the gates. There at the corner of Yonge and Front Streets was D. K. Clark, a sizable wad of bills in one hand and a bunch of tickets in the other waving his arms, and calling his wares as energetically, and apparently as much at home as though he belonged to the Newsboys Union. W. C. Miller was also there making desperate leaps at moving cars in his efforts to forestall the sales of other canvassers. Neil Carmichael and D. McLean with several compatriots scouted well up Yonge Street, and at least let everyone know, that the grocers were up to something, while Donald Nickolson scouted behind this first line and pounced on any individual who had managed to worm

him. They were all there, or least so nearly all, that there was no use figuring the balance. This is made pretty evident by the tidy sum of which was the result of the energetic handling of the Picnic Committee. This amount goes as a gift from the Toronto grocers to the Canadian Red Cross.

The Cayuga pulled out from the dock in an atmosphere closely resembling Scotch broth. The far sighted ones who had brought an umbrella commended themselves for their caution, and generally spent the remainder of the day cursing the thing. Anyway, the mist put no damper on the proceedings that started a few minutes after the boat left the dock.

Miller and a Megaphone

W. C. Miller was the official announcer. His official badge was a megaphone through which he harangued his trusty followers. Somebody remarked sadly

Games on the Boat

There was a spirited contest for a Fifty Dollar Scale presented by the manufacturers. The contestants stood back some twenty feet and did their best to throw marbles into a small barrel placed about six feet from the ground. It seemed a simple trick, which fact spurred the grocers on to a spirited competition, but apparently it was not as easy as it looked for W. J. Parks who actually landed the prize has only three marbles out of five to his credit and at that there were envious ones who hinted that he had been spending many quiet hours practicing. This particular form of competition proved so popular that it was repeated time and again for a variety of prizes. Not the least interesting competition was the one for travellers. There was a goodly gathering of the boys on the boat, and if anyone seemed to enjoy the affair they were apparently the ones. Their session with the marbles was a stirring time.

There was also a contest for retail clerks which was won by Miss Collins 760 Palmerston Ave.

Then there were watermelon eating contests, for young folks of various ages and an enterprising biscuit firm offered



Some pictures of the Toronto Retail Grocers' picnic to Niagara. On the left is shown the American Falls. The lower picture and the picture on the right are groups of the Picnic Committee, though

some friends are intermingled in the latter picture. The upper picture shows W. C. Miller and D. Nickolson in a favorite pose.

his way through without purchasing a grocer's ticket. There was some sort of a boot men's picnic on the same boat, and some of the boot menders were to wedded to their craft to purchase a grocer's ticket, but with these few exceptions everybody had one.

Everybody Was There

Nobody knows just how many grocers actually did turn out. If you happened to think of one from any of the four quarters of the city, a little searching would generally be sufficient to locate

"A few years ago Miller hardly dared to open his mouth, and now listen to him." That's what everybody did, they listened to him and they watched D. K. Clark as he coroveted around like a frisky colt, if such a simile may be pardoned in referring to an Avenue Road grocer. Well between them with the aid of the smiling face of Jerry Burns and other members of the committee, they succeeded in breaking the ice, and got mist so thoroughly broken that it stayed broken throughout the whole trip.

a series of prizes for the youngster consuming the most of their product. The youngsters struggled nobly, but soda biscuits no matter how good they may be do not slip down as readily as watermelon.

Landing at Queenston, a fleet of cars awaited the picnickers and a delightful trip through a delightful country in perfect weather brought the gathering to Victoria Park. The thirsty souls gathered around the milk cans that the grocers had thoughtfully provided, after which

there was a general scattering of family parties, who had brought their own fare and sought shady places, while the others with an appetite whetted by several hours on the water, cast their eyes about for places of refreshment. It was a notable fact that many cast their eyes across the river. W. C. Miller with a bevy of young ladies under his charge, proud in the possession of a passport managed to get across with his charges. D. W. Clark, Donald Nicolson, Neil Carmichael and W. J. Parks also essayed to cross. The bridge inspectors were inclined to look askance at this migration, but after a line of argument had been taken up by each in turn, the heart of the guardian of the gates was evidently softened save in one instance. To Donald Nicolson, the guardian was adamant, and no amount of eloquence, though delivered in the most convincing Scotch brogue was of any avail.

The afternoon was spent in whatever way each private inclination led. About five o'clock they began to gather again and soon they were all once more on the boat.

On the trip down to Queenston, one traveller announced his intention of making the speech of his life. He was induced to save it for the journey across

the lake, but from the extracts from it that the fellow passengers heard there was no question that it was a masterly effort. It dealt with Pork, packers, baronetries, Borden, the Party system, Bob Rogers, the Church, the boys at the front, the war in general, the R.M.A., and a few other kindred topics.

Milliners in the Making

The homeward trip was a repetition of the morning trip with the fun at a still higher pitch. W. C. Miller the faithful squire of dames, relinquished his charges, and once again fell to with the megaphone, and once more the fun was on. The feature of the evening was a hat trimming contest in which the men were the milliners and the women the judges. No one would have believed how much millinery talent actually exists among the grocer fraternity.

It blossomed full blown on this occasion. Each contestant had four minutes in which to decorate the rough hat shape supplied, with the trimmings provided for the purpose, after which he was paraded up the line for the critical observation of the company. The winners in this important contest were C. E. Curtis of Montrose Ave., D. W. Clark, F. Robertson, R. Birkett, D. Nicolson.

Then there were more marble throwing contests, and finally a waltz contest that aroused a great deal of interest, and was carried on with some difficulty first by the aid of sweet strains of a mouth organ, and later inside where the dancers were mainly compelled to dance over the enthusiastic audience. There wasn't a break in the merriment from the time the boat left in the morning until it touched the Toronto dock on the home trip.

The picnic was an unqualified success. It would be worth while giving a picnic anyway just to see D. K. Clark enjoy himself.

The committee in charge of the arrangement are to be congratulated on the way the picnic was conducted. There was not a single untoward incident to spoil the pleasure of the day. Unquestionably much of the credit lies with the committees who had the details in hand. They were: Picnic Committee, D. W. Clark, Chairman; Donald Nicolson, Secretary; D. McLean, Treasurer;

Game and Boat Committee, D. W. Clark, Chairman. Messrs. W. J. Parks, Jerry Burns, R. Dowson, David Bell, Neil Carmichael.

Announcer, W. C. Miller.

Beverages By The Case

A Slogan For Better Business—Think in Units of Cases Rather Than Bottles—Make Your Beverage Sales a Feature of Your Business—Look After the Summer Trade.

SOME little while ago the CANADIAN GROCER made some enquiries from the manufacturers of some of the most popular summer beverages with the idea of deciding as to what were considered the most effective means of building up a business in these lines of goods. The result of these enquiries resulted in just one reply. Get over the idea selling the individual bottle and sell them by the case.

Some dealers, said one of the gentlemen interviewed, have the idea that the single bottle is the only unit of sale, and that its no use trying to sell on any other basis. Selling three or a dozen bottles are his limit, and for that reason has sale is limited.

The men who have made a success of handling these lines have done so by starting out with the idea that the case was the natural selling unit. That this was the thing to be striven for. If a person wants ginger ale or grape juice or limejuice or something of that nature, it is certain that the demand is there. But the trouble is that dealers are keeping the demand down by not encouraging the purchase in larger quantities. If the dealer sells only one or two bottles, why that is all that the household is going to drink, or if they wish more they will probably go to the confectioners or drug stores. In any case the business is lost to the grocer.

Now, if on the other hand, the grocer

Buy Them by the Case

For the unexpected visitors;

For the special occasion;

After a strenuous day

of work or play.

You will need some bright, sparkling drink, as an appreciation, a celebration, a culmination.

Have these sparkling drinks on hand to lend an added zest to any occasion.

Buy them by the box and you will be on the safe side.

By the case
\$ c

Grape Juice

Ginger Ale

Lemon Sour

Ginger Beer

Cream Soda

Raspberry Vinegar

Sarsaparilla

We have them all in cases.

JOHN BROWN & SONS

encouraged the system of selling by the box, there would, without question, be a very material increase in sales. Some grocers argue that it would only concentrate the sales in one particular period. This may be true of some things, but it is not true of these light drinks. If the grocer sells large quantities of flour at any one time, it may very possibly be at the expense of later business. But with these beverages it is different. There is nothing that encourages a thirst for them like the feeling that there is a good store on the ice. The way to make these goods sell is to get them in the home, and to achieve that and stop talking single bottles and half dozens, and start thinking and talking in terms of the case.

It can't be done. Certainly it can. There are plenty of firms who are actually doing it. Pick out any of the firms who are heavy buyers of any of these goods, and a moment's investigation will prove that they are doing this business because they are going after it with large ideas instead of small. Barrons and Simpsons and Michies of Toronto are doing it, and Walter Paul and Fraser Viger of Montreal, and A. G. Bain and Peebles Hobson of Hamilton, and William Stone of Winnipeg. These to mention only a few, a very few stores. This list might be enlarged to almost any proportions with the names of grocers who are actually making money on this line of goods. Not merely pin money, but actual

(Continued on page 43.)

How to Get and Keep Business

Brief Essays by Western Merchants Describing the Means They Have Found Effective in Meeting Outside Competition—Advertising Service and Quality Generally Considered the Greatest Arguments.

EDITOR'S NOTE.—*At the time the Manitoba Retail Merchants' Association was in convention at Winnipeg, Russell Lang and Company, booksellers and stationers of that city, as an incentive to a better understanding of the problems the cities, towns and country places had to meet in facing the competition of the Mail Order House, offered a prize for the ten best papers on the general topic "How We Get and Keep, Business in Our Town." We publish herewith two of the essays. The first three prize winners appeared in this paper two weeks ago.* •

"HOW WE GET AND KEEP BUSINESS IN OUR STORE

Importance of Social Service in Community—Good Service Needed to Hold Trade.

By W. C. Paynter, Tantallon, Sask.

THE subject is well put under the above caption, for you cannot make hare soup until you have first caught your hare. Therefore, our first concern will be how to get business, and get it in such a way, that once people start coming to your town they feel that they are treated so well that they enjoy each buying expedition as a holiday.

I believe that every successful town or business has its basis in social service to the community, and the opportunity falling to the lot of every progressive merchant for social welfare is not surpassed by any other vocation or calling. Not even by the clergy.

In front of our counter we know no party, creed or race. This is the shrine before which all have to bury their differences, and meet on common ground, and through a common language secure the supplies necessary for their existence. The God of this shrine wields a mighty power for good or ill. If he has a heart, his customers go to him for sympathy and advice. Into his ears they pour all their troubles and misfortunes. Tell him about all the bad points of their neighbors. If he has wisdom and keeps his own counsel, he will soon be the knowledge centre of the community, and can use his knowledge, web and woof, to weave a kindlier feeling throughout the district.

He should take part as far as possible in the social and other activities of the community as well as the town. Help his customers to secure the best markets for their products. If there is an opening, help organize a creamery, or a co-operative elevator. Join the Grain Growers' Association if you are asked to do so. Do your part in the Agricultural Society. If you have no town band, organize one; if you have no rural telephones, organize a company and put them in; if your store is too small to display your goods to advantage, enlarge it. Your

trade will come in proportion to the accommodation you provide for it. And when you enlarge your store, don't forget to provide a rest room with wash room and lavatory equipment same as the big city stores. This is social service to the mother that comes shopping, bringing her little ones along with her; to the young ladies who wish to look their best in town after coming long distances over the dusty roads. Social service, which is also a first-class investment. Make your store the week-day social centre of the district. Don't be a slave to your customers altogether, your own family have a claim on you. Unite with other merchants in your town, and close your store early, day 6.30. We keep open till 8 p.m. Wednesday, and 10 p.m. Saturdays, but close other nights at 6.30, and no complaint. In exceptional cases, be ready to oblige a customer, if something is needed at other times and it is convenient to you. Keep your windows clean, and the store bright; change your displays often, and always have nicely written price tickets on every article, and then if your customer will allow you a little time and you have any specials that will interest them, send out a mimeograph letter telling them all about it. You won't be able to do this often, for each one sent out will make your store a busier place.

If you are going to advertise a snap to draw trade, don't take a staple article like Sunlight Soap and say you will sell 7 bars for 25c, as a merchant I know, recently did. He only had two cases to start with, and when these were sold out, there were a lot of dissatisfied customers who were too late for the snap. Such action may draw trade, but will not keep it, for people reason that when he could sell 7 bars for 25c, he was robbing them when he only sold them 5 bars. Or if he was selling it below cost, he was going to watch his chance to get it out of them on something on which they were not posted as to the value. We never take any notice of such competition, for we know by experience that a business run on this principle will not last long. When we advertise a snap, it is something we have bought in large quantities as a snap, and we lay out to reduce our stock of this article about half during the sale.

We do not consider any competition except the mail order house. In order to hold and increase our trade, we must meet their prices. In order to meet their prices, we must buy as cheaply as they do. In order to buy as cheaply as they do, we have to give the manufacturers as large orders as they do. This we cannot do individually, but we do it collectively by consolidating our orders, and paying cash for the goods, thereby securing all quantity discounts.

Our jobbing friends are waking up, and many houses are now helping the merchant to hold his trade at his home town, by giving special prices for quantity buying on some staple article that will make a good ad. by accepting mail orders for dress lengths and blouse lengths assorted in good weaves, so that the country merchant can have a good assortment, no two alike, with the expenditure of very little capital, thus keeping stocks down and helping towards a greater and more frequent turnover. Such actions are appreciated by the town merchant, as he feels that his jobber is back of him and helping him to render a better service to his community.

Gentlemen: I predict that plans as here outlined will not only hold business in our towns, but the time will come, and come soon, when the city stores with their high cost of operation, and their high cost of stores and store sites, will have to look to their laurels or the city people will be taking a run out into the country to buy their supplies, and then the problem will be: "How we get, and keep business in our city."

BUSINESS HAS UNDERGONE CHANGE.

Mail Order Houses Have Made Big Inroads—Margin or Profit Cut Fine.

By Gordon McKay, Pilot Mound Pharmacy, Pilot Mound, Man.

BUSINESS to-day is entirely different proposition to what it was fifteen or twenty years ago.

Competition has become so keen, the inroads of the mail order houses have become so big. The margin of profit has been cut so fine that a man to make a success must everlastingly study all angles of his business.

The farmer of to-day is a pretty wise guy. He comes from Missouri and he is aided, abetted and coached by the mail order literature. He can read his catalogue backward and can quote you any price in it as well as some that are not in it. To get and keep trade, the first thing to do is to put your own business on a systematized business basis. Do you know what it is costing you to do business? What is your per cent. profit? Do you take your discounts? Do you consistently and persistently advertise? Have you an up-to-date mailing list and do you use it? In short, are you a business man or are you simply a store-keeper? I believe that if the country merchant buys light and buys right, sells his goods on as narrow a margin as is safe and he ought to know what that margin is, if he keeps a proper set of books. That if he lets the public know he has the goods and the prices. That he means business and goes at it in a business-like

(Continued on page 34.)

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Vol. XXXI.

TORONTO, JULY 27, 1917

No. 30

EDITORIAL BRIEFS

IT LOOKS as though the best Herbert can hope for is to be the leader of the trio.

* * *

GERMANY is still of the mind to make peace provided she can keep the spoils. Who wouldn't be.

* * *

EVIDENTLY being a divinity student isn't all it was cracked up to be a few days ago. It looks as though even a divinity student would be looked upon as just a mere male.

* * *

THE food controller has added two more salaries of \$4,500, to the already lengthening list. There seems a danger of the virtues of the food controller's office being lost in a maze of costly machinery.

* * *

THE Labor men are making a terrible hubbub about the packing companies. Well they may or may not be right. The packers' case has not yet been tried. Why therefore should they be declared guilty. The word of one man has not usually been considered sufficient to condemn.

* * *

HOW quickly celebrities die across the line. Here we have been sitting around for weeks past considering the words of wisdom that fell from the mouth of Herbert Hoover, under the firm conviction that he was the Food Controller. And now the Senate has decided to make the job a trio instead of a solo.

* * *

THE American Department of Agriculture states that the growth in automobiles during the year 1914 and 1916 amounted to the not too modest increase of 1,067,332, an increase of 43 per cent. in one year,

which does not seem to indicate that there is any great degree of hard times among our American cousins. The total number of cars in the United States totals 3,512,096.

ETERNAL VIGILANCE THE PRICE OF SAFETY

THERE are those merchants who rather pride themselves on the fact that they do not fear the future. According to their own belief, conditions are going to remain about as they are at present for several years to come. Possibly, mayhap even probably they are right. World conditions may cause such a demand that food products may continue high for years after the war. There are many grounds for believing that this will be so. But world conditions are abnormal at present, and making judgments on abnormal conditions is a perilous business. They may all be astray. If they are correct the confident merchant is all right. If they aren't, where is he? The answer to this question all depends on how well he has provided, not only for what he considers the probable, but for what actually may be. We say again that only by keeping his house in order, his stocks moderate, his expenses within reason, and his collections up to the minute, is the merchant exercising that vigilance that is beyond question the only price of safety.

ACRES OF DIAMONDS

IF YOU haven't heard, or read Russell Conwell's famous lecture "Acres of Diamonds," you've a treat in store. He has delivered it over 5,000 times—thereby earning upward of \$4,000,000 which he has spent in assisting poor young men and women to get an education—but it is possible you were not among those present on any of these 5,000 occasions.

Well, the lecture commences with a story of a Persian farmer who got a craze for diamonds, and who, acting on advice of his friends, sold his rich farm and went into a far country where he wasted his substance, though not in riotous living. Now, while the former was away seeking the diamonds of his dreams his land came into the possession of another who discovered in it peculiar white stones—

Yes, you guessed right, they were diamonds. Indeed, to get the funds with which to go in search of diamonds, the old Persian farmer had sold the diamond mines of Golconda—richer than any save perhaps Kimberley.

"The old Persian was a fool," some will say.

You, being more charitable, may remark "Tough luck."

But in his lecture Dr. Conwell makes it very plain that the old Persian farmer was not the only one to sell his great opportunity in order to take a flier at the distant hope.

Moreover are we the ones to criticise? Have we worked our fields sufficiently to discover any hidden acres of diamonds.

THE CLERKS' DEPARTMENT

WOOLWORTH--THE SMALL CHANGE MERCHANT PRINCE

The Story of the Building up of the Greatest Retailing Organization in the World.

THERE are few names better known throughout the length and breadth of Canada and the United States than that of Woolworth—the man who has accumulated one of the new world's big fortunes by trading with nickels and dimes, who has made himself the largest retail merchant in the world by catering to needs and wants which the average retailer thinks hardly worth while. Here is the story of the magic career of the five, ten and fifteen cent merchant prince as told by B. C. Forbes in "Leslie's Weekly:"

A barefooted American farm lad made up his mind that he would rather work behind a counter than behind the plow. He was so green and gawky and awkward, so palpably a "hayseed" that, try as he might, no merchant would engage him at any wage. But the boy had such determination and doggedness that he agreed to serve for nothing, living meanwhile on his painfully-earned capital of \$50. So complete a failure did he prove at selling goods that in his next job his small pay was reduced instead of increased. But, though he agreed with his boss that he was a misfit as a salesman, he did not give in. He stuck.

To-day he is the largest retail merchant in the world.

Here are some of his last year's sales: 50,000,000 pairs of hosiery, 89,000,000 pounds of candy, 20,000,000 sheets of music, 12,000,000 pounds of salted peanuts, 6,250,000 neckties, 42,000,000 boxes of safety matches, 9,000,000 domestic toys, 21,000,000 sticks of chewing gum, 1,700,000 nursing bottles, 15,000,000 cakes of soap, 5,000,000 phonograph records, 5,000,000 papers of hairpins, 5,500,000 rolls of wax paper—enough to wrap sufficient sandwiches to feed 170,000,000 people; 5,000,000 papers of common pins, 2,250,000 boxes of crochet and embroidery cottons.

Also:

His customers last year exceeded 700,000,000, an average every day of over 2,250,000.

Sales—all over the counter; no orders are filled by mail—last year exceeded \$87,000,000 and are this year running at the rate of \$100,000,000, representing about 1,500,000 distinct and separate transactions.

He owns a store in every town in the United States of 8,000 population or more.

His stores in the United States and Canada aggregated 920 on January 1st, 1917.

He controls 75 stores in Great Britain and plans to establish hundreds throughout Europe.

He employs between 30,000 and 50,000 men and women in his stores.

His organization is capitalized at \$65,000,000—and has a market value of mil-

lions more.

He is the sole owner of the highest building in the world, 792 feet high, for which he paid \$14,000,000 cash out of his own pocket.

Now you know who this is.

"What is your ambition?" I asked Frank W. Woolworth, creator of the 5- and 10-cent store.

"To open a store in every civilized town throughout the world," was the Napoleonic reply.

And when Frank Woolworth sets his heart upon doing a thing he usually does it, no matter how numerous or how enormous the difficulties, how severe the discouragements or how complete initial failures.

Looking Ahead.

"What is your guiding business policy?" I queried.

"I look always ten to fifty years ahead and plan accordingly."

"And your basic principles?" I next asked.

"Give the people such value that they will save money by trading with you; and treat your employees so well that they will give your customers satisfactory service."

"What was your first important discovery in your journey up the hill of success?"

"When I lost my conceit that nobody could do anything as well as I could myself and learned to entrust duties to other people."

"How do you keep in touch with 900 stores and how do you analyze where new stores should be opened?" I asked.

"We maintain our own census all over the United States and Canada. It is kept up to date so that we know continually just which towns are growing, which ones are standing still and which ones are dwindling. Every movement of people is reported to us and we try to diagnose coming developments. For example, when the United States Steel Corporation decided to build at Gary, Ind., we immediately went in, before fifty houses had been erected there, secured the most desirable location and waited for the population to come. To-day we have two very large and very successful stores there. It was easy to foresee what was coming. Then, by bringing together every month representatives from each of the nine districts into which the United States and Canada are divided we keep posted on what is doing throughout the whole territory. We maintain a sort of day-to-day history of the two countries. Organization and co-operation largely explain our success."

"Isn't your purchase of a large site directly opposite the Public Library on Fifth Avenue, New York, in the very heart of the fashionable district, a distinct innovation, an entirely new departure in the development of your business?" I remarked to Mr. Woolworth, touching a subject upon which the news-

papers had been commenting, not to say criticizing, very freely.

"We do things as big as that any day," Mr. Woolworth replied somewhat impatiently. "The trouble is the people in New York don't take a sufficiently broad view. A few years from now Fifth Avenue will be like State Street, Chicago. There are more department stores on State Street and a greater volume of business done there than on Fifth Avenue. Our Fifth Avenue store will be less costly than some of the others. We established a store eight years ago in Chestnut Street, Philadelphia, the most exclusive high-price street in this country; our store is right next to Caldwell & Company, the Tiffany's of Philadelphia, and it has been very profitable. The same thing applies to Washington Street, Boston; Market Street, San Francisco; and Washington Avenue, St. Louis. Many people imagine that only the poorer classes patronize the 5- and 10-cent stores. That was true up to about fifteen years ago, but since then all classes have come to our stores in increasing numbers.

Giving Service.

"The other evening the wife of one of the best-known lawyers in New York told me that she visited our Sixth Avenue store every week and bought things for herself, her children and grandchildren, her purchases last year having totaled over \$600. This is by no means an exceptional case. We can sell cheaper than the department stores because of the tremendous quantities we buy. More and more every year we are taking the complete output of manufacturers of different kinds of goods; by keeping their plants running on full time from beginning to end of the year on one thing, the cost of production is reduced to the minimum, so that there are many articles we can sell at 10 cents which cost 25 cents or more in other stores. Then our overhead charge, when distributed over 900 stores, becomes only a very small percentage."

How He Got There.

How did Frank W. Woolworth get there?

This is the first time Mr. Woolworth has been persuaded to tell in detail his early struggles. He dislikes talking about himself, but was finally induced to relate his early hardships. He portrayed neither hero nor martyr. He simply narrated just what he went through. Biography contains no more typically American experience.

"I did not have to overcome any handicap of inherited wealth," he began. "That usually takes all ambition for achievement out of a young man. I was born on a farm at Rodman, N.Y., but we moved to Great Bend, N.Y., when I was seven years old. We were so poor that I never knew what it was to have an overcoat in that terribly cold climate, I never knew how to skate because I hadn't the money to buy skates. One pair of cowhide boots lasted a year, or rather six months, for the other six months I went barefooted. My parents and theirs, for I don't know how far back, were Methodists, and I was brought up under the strictest discipline.

"The station master at Great Bend kept a two-by-four grocery store in a corner of the freight shed, and I decided

to work for him just to get the experience in selling goods and also selling tickets, making out reports and the other simple office work that had to be done there. I became assistant station master—without pay. That was the nearest I ever got to fulfilling my boyhood ambition of becoming a railroad man and an engineer.

"When I went into the store they told me Mr. Augsbury was at home, sick, but I asked where he lived and made straight for his house. He greeted me with 'Hello, Bub. What do you want—a job?' I was a thin, emaciated blonde in those days, and I was wearing farmer's clothes. He immediately fired such questions at me as: 'Do you drink?' 'Do you smoke?' 'What do you do that's bad?' I told him I went to church every Sunday and didn't live in a locality where they did very bad things. My heart fell when he declared: 'You are too green; you have had no experience.' He added, however, that he would be in the store in the afternoon and that I might go and see Mr. Moore. Mr. Moore proved very discouraging. Finally, they both cross-examined me together. I imagine I was about the greenest fellow who ever came off a farm. They did not try to hide their opinion that I had probably no ability at all.

"What are you going to pay me?" I asked.

"You don't expect any pay, do you?" Mr. Moore flashed at me.

"I don't see how I am going to live without pay," I explained.

"That doesn't interest us," he snapped back. "You should work a whole year for nothing, as a schooling. You have to pay tuition when you go to school. We will not ask you any tuition fee."

"I asked him to wait until I could find out how little I could get board for, and back I came in an hour and told him that I could get a place for \$3.50 a week and that in ten years I had saved \$50—all the capital I had of any kind. I said I was anxious to meet them half-way, and that I would gladly work for nothing for the first three months providing they would pay me \$3.50 for the second three months. Finally they consented, saying, 'We will give you a trial to see if you are any good.' They told me to come the next Monday morning, but I explained that I couldn't get to the store very early as I would ride down with my father, who was to bring in a load of potatoes, and thus save 33 cents railroad fare.

"After struggling to get a heavy load of potatoes through snowbanks, we arrived at Watertown about half past ten. I left my little bag of clothes at my boarding place—there were no such things as dress suit cases in those days—and reported for duty. Mr. Augsbury was the first one I encountered.

"Bub, don't they wear any collars in your neighborhood?" was how he greeted me. I replied, 'No.' 'No neckties either?' I again replied, 'No.' 'Is this old flannel shirt the best you have to wear?' he next asked. 'Yes, sir,' I replied. 'Well, you'd better go out and get a white shirt and a collar and a tie before you begin work.'

"I went and got properly rigged up, and shortly after I got back to the store Mr. Augsbury went to lunch. Nobody told me what to do. I hung around, feeling foolish. Most of the clerks went to dinner—lunch, as we call it nowadays—and in came an old farmer and said to me, 'Young man, I want a spool of thread.' I didn't know where they kept the thread, so I went over to Mr. Moore, who was busy at his desk, and asked him, 'Right in front of your nose, young man,' he snapped without looking up from his writing. I pulled out a drawer directly in front of me and sure enough found it full of spools of thread. 'I want number 40,' said the farmer. I never knew

till that moment that thread had a number. I fumbled all around the drawer looking for number 40, but could not find it. I appealed to Mr. Moore to know if we kept number 40. 'Certainly; right in the drawer in front of you,' he said quite sharply. I had to tell him, 'I can't find any.' 'Just as I expected,' he snapped as he got down from his desk and showed me the right kind of thread. He immediately returned to his desk.

"How much is it, young man?" asked the farmer. I had to turn once more to Mr. Moore. It was eight cents. The farmer pulled out a ten-cent shinplaster. 'Mr. Moore, where do I get change?' I had to ask. 'Come right up to the desk and make out a ticket,' he ordered me. I picked up one of the blanks and studied it all over to see what I could do with it. But I was stumped. 'Mr. Moore, I don't believe I know how to make this out,' I had to confess. 'Hand it to me; I will show you,' he replied. Next I had to ask, 'Where do I get my change?' 'There's the cashier right there, can't you see him?' he said impatiently.

"No sooner had the farmer gone out than another came in for a pair of mittens. This time I knew how to make out a check and where to get change.

"But as time passed, never once did I receive one word of sympathy or encouragement from a single soul. The other clerks made my life miserable by constantly poking fun at my ignorance and by always keeping me in the back of the store. Only one treated me with any consideration, a young fellow named Barrett, who later became a wealthy merchant. We remained great friends right up to his death, a little while ago.

"At the end of two and a half years—the name of the firm meanwhile had been changed to Moore & Smith—I was getting only \$6 a week, and when I heard of a vacancy in another store I went to apply. But when I saw how higgledy-piggledy everything was I decided to name a high salary, thinking to be turned down. I asked \$10 a week, and was astonished when the proprietor, Mr. Bushnell, said, 'All right, when will you commence?' I took the job, and on this big salary I felt justified in getting married. However, I found this store very distasteful. I tried to make it look attractive and I also dressed the windows, but Mr. Bushnell reprimanded me, and told me to confine myself to selling goods. This was my weakest spot.

"After a couple of months he met me in the basement one day—I had to sleep in the basement with another young fellow, armed with revolvers, to protect the store from burglars. He unceremoniously told me there were boys getting \$6 a week who sold more goods than I, and that he could not continue to pay me \$10 a week. I asked if it would not be a good idea to keep the store in attractive shape and display the goods to the best advantage so as to attract customers. But he replied, 'I don't want you to do anything but sell goods,' and he cut my pay to \$8.

"This was a terrible blow. I was almost tempted to give up. I became terribly depressed. I wrote a pitiful letter to my mother. She sent me in reply the most lovely letter anyone ever penned. She finished up many encouraging assurances with this sentence: 'Some day, my son, you will be a rich man.' Somehow the expression of her faith in me buoyed me up. I kept up the depressing struggle until I was near death's door from sickness. For a year I was at home unable to do a stroke of work. I became convinced that I was not fitted for mercantile life.

"About the time I recovered my strength a man sold me a four-acre farm for \$900. I had no money, but I raised a \$600 mortgage and gave him my note for the other \$300. My wife and I be-

gan raising chickens, potatoes and everything we could see a dollar in, to make ends meet. After we had struggled along for about four months, Moore & Smith offered me \$10 a week to come back and tone up the store.

"This was positively the first recognition I had ever received for the hard work I had put in. My wife remained on the farm until we rented the place and took a three-room home in Watertown. At the end of the first year we had saved \$50 in addition to having lent my father, who was very hard up, \$20, and also after having paid the bills incidental to the birth of our first baby. It called for frugal management. I worked from seven in the morning till ten every night. I kept on working in this store from then (1877) until I opened my first five-cent store at Utica, New York, on February 22nd, 1879."



FIBRE CONTAINERS TO CONSERVE TIN PLATE SUPPLIES

The substitution of fibre containers for tin cans is a question which is receiving much attention by the United States Departments of Agriculture and Commerce, owing to the shortage of steel required for war purposes. It is pointed out that tin plate is 98 per cent. steel and 2 per cent. tin, and that under the present circumstances it is difficult for the tin plate mills to secure sufficient supplies of steel to turn out the usual quantity of tin plate required for the manufacturing of tin cans and other purposes. There is a shortage also owing to the difficulty of getting supplies from the United Kingdom.

It is contended that the substitution of fibre containers for the great number of tin cans used for the retailing of "ready-to-eat" foods, would do much to conserve supplies as well as to bring down prices.



GLASS MANUFACTURERS TO INCREASE JAR OUTPUT

The Bureau of Foreign and Domestic Commerce of the United States has taken up with the various glass manufacturers of the United States the question of an immediately increased output of glass jars suitable for preserving and canning purposes. The need for more containers for perishable fruits and vegetables becomes more urgent as the summer season advances. Many of the housewives of the country are accustomed to "can" fruit and vegetables in the glass jars instead of tin cans. The latter require a certain amount of equipment to manipulate. Many women do not feel able to buy it, or are not familiar with the use of it, but are familiar with the method of preserving fruit in the glass jars. Responses coming in are of a reassuring nature and indicate that the glass manufacturers will endeavor to increase their output to meet the emergency.



CONTROL, 1917 CROPS

Complete control of the English crops of 1917, of wheat, barley, oats, rye and potatoes, has been taken over by Baron Rhondda, the British Food Controller, by a recent order.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

Arthur W. Hedgley, formerly employed with Robinson's Bakery, St. John, was killed in action in France early in July.

A. M. Jenkins, who has been with A. J. Tufts for the last twelve years, has opened up a new confectionery, etc., store at 173 Union Street, St. John.

Hollis W. Ryan, a successful and highly esteemed retail grocer of Truro, N.S., committed suicide by hanging, after a long period of illness, which had impaired his mind.

The arrival of a cargo of 22,000 bags of salt at St. John, has dispelled any fears of a shortage; it will also make it possible to carry out plans for increased fish pack in the interests of the food situation.

J. Vernon Kierstead, traveller for Red Rose Tea, who was largely instrumental in organizing the commercial travellers' platoon, in the 104th Battalion, which went overseas a year ago, has been awarded his commission as Lieutenant, after completing his qualifying course in England.

Arrangements are being made for a joint meeting in St. John which will be addressed by J. A. Beaudry, treasurer of the Dominion Retail Merchants' Association. The local executive have invited the members of the St. John Wholesale Grocers' Guild, Canadian Credit Men's Association and the Rotary Club to be present.

At the request of the C. P. R., the St. John Board of Trade is urging merchants in the lower Provinces to make early importations of flour and grain supplies in order to have their stock on hand before the winter season, with its attendant freight congestion, sets in. Owing to the expectation of lower flour prices, there has not been a general response.

At the last meeting of the St. John Housewives League reports were presented by a committee which has been inspecting grocery and butcher stores. Reports were chiefly favorable and in cases where undesirable conditions were discovered, promises of reform were given. League will issue window cards to all stores which meet their standard of cleanliness and efficiency.

Residents of Gagetown, N.B., turned out en masse last week at a lawn fete on the Courthouse grounds, in public recognition of the honors due to Sergeant-Major G. Kingsley Shiels, formerly traveller for G. E. Barbour Co., Ltd., St. John, who has returned for a furlough after being severely wounded. He crossed with the first contingent and on more than one occasion has refused offer of a commission.

The New Brunswick strawberry season was at its height this week with prices

averaging eight to ten cents per box. A glutted market in St. John sent them down to five cents, with some sales at three on one occasion. Department of Agriculture estimates crop at between 500,000 and 750,000 boxes. So far shipments to Montreal and Boston markets have been light, owing to late seasons in those territories, but heavier shipments are anticipated this week.

QUEBEC.

J. Plamondon, grocer, Quebec, Que., has sold out.

I. Laniel & Co., grocer, Montreal, Que., has sold out.

W. F. Despard, of Toronto, was in Montreal last week.

C. A. Bouchard, general store, Val Brilant, Quebec, Que., has sold out.

Z. Charlebois, general store, St. Dominique Station, Que., has sold out.

Karp & Herschorn, pickle manufacturers, Montreal, Que., have dissolved.

M. Girard, of Hudon, Hebert et Cie, wholesale grocers, Montreal, has returned from his vacation.

Mr. Kinborn, of the A. Booth Fisheries, Cape Vincent, N.Y., was in Montreal last week on a business trip.

V. A. Jolicœur, bookkeeper of the D. Hatton Company, fish dealers, Montreal, is on vacation this week.

A. N. Lara, of the Pheasant Fruit Company, Salem, Oregon, was in Montreal this week on business in the interests of Phez Logan berry juice.

H. P. Cowan, sales manager of the Cowan Company, Toronto, was in Montreal last week for a day or so on business, and afterwards proceeded to Ottawa.

An interesting item *re* the fish catch, and duty on fish entering Canada from the U.S.A. was from the pen of J. A. Paulhus, Publicity Secretary of the C.F.A. It appeared in last week's issue.

ONTARIO.

F. Ahman, grocer, Welland, Ont., has sold out.

J. Barron, grocer, Toronto, Ont., has sold to E. De. Lornie.

V. Stock, general store, Tavistock, Ont., has been succeeded by Hansen & Peppler.

Harry Cubitt, employee of the Quaker Oats Company at Peterboro, was drowned recently.

Hansen & Peppler, general store, Tavistock, Ont., has sold one business to Weitzel & Heinbuch.

Ex-Warden M. Ryan of Newburgh, Ont., who formerly conducted two stores in the village, is dead.

WESTERN PROVINCES.

H. E. Foster, grocer, Calgary, Alta., has sold out.

Mrs. H. W. Morley, grocer, Vancouver, B.C., has sold out.

D. D. McDonald, general store, Laidlaw, B.C., has discontinued.

C. A. Baldwin, general store, Cabri, Sask., has discontinued.

Bourassa & Co., Ltd., general store, Meyronne, Sask., have sold out.

Novokshonoff Bros., general store, Buchanan, Sask., have sold out.

H. Trehlich, general store, Broadacres, Sask., has sold stock to W. D. Guthrie.

Thos. Hamilton, general store, are selling stock to M. J. Becker at Laura, Sask.

C. L. M. Jones, of C. & J. Jones, manufacturers' agents, Winnipeg, has gone west to the Pacific Coast, partly on business and partly on pleasure. He will visit the Vancouver branch of the business.

It is a strange thing that 5 per cent. or more of the grocery stores in the Regina 'phone book have a special name of their own. Nobody seems to know exactly why the grocery stores in Regina should have been named in this manner. The best reason advanced is that some one started it, and the other followed suit. The following are some of the names: Rex, Star, Toronto, West End, Quality, Blue Line, Regina, Family, Capitol, Colonial, Cornwall, Crown, \$ for \$, Economy, Empire, Garnet, Maple Leaf, Premier.

SUPPLY FISH AT FAIR PRICES

In taking steps to relieve the food shortage of Great Britain and our Allies, and to increase the food supply of the Dominion, Hon. W. J. Hanna, Food Controller, has appointed a special committee, national in scope, to deal with the Canadian fish problem. The first business of the committee will be to report on the feasibility of providing an ample supply of fresh water fish at reasonable prices to the consumers of Central Canada while giving legitimate returns to the fishermen. The members of the committee are Mr. G. Frank Beer and Mr. R. Y. Eaton, of Toronto, and Mr. F. S. Wiley, of Port Arthur, each representing a particular phase of the question.

CONGRATULATIONS

Mr. and Mrs. J. A. McKerchar, Winnipeg, celebrated the silver anniversary of their marriage, Thursday, July 12. Mr. and Mrs. McKerchar were married in Strathclair, Man., on the twelfth of July, 1893, by Mrs. McKerchar father, the late Rev. John McKay, who was at that time Presbyterian missionary in that town. A handsome cabinet of silver was presented to them by the guests. Mr. McKerchar is the well-known Winnipeg grocer, whose store is at 600 Main St.

POTATO EMBARGO LIFTED.

Wholesale potato dealers in New Brunswick were recently notified that the restrictions on Canadian potatoes entering the United States had been removed. The effect of this action is not very extensive owing to the fact that there are few old potatoes on hand just now. The potato crop in New Brunswick is expected to be good, the farmers having planted from 20 to 25 per cent. more potatoes this year than last.

TRADE IN OPTIONS OR FIXED PRICES.

Montreal millers, members of the Montreal Corn Exchange, and representatives of the Montreal Trades and Labor Council recently conferred with the Dominion Grain Commission on war measures for the handling of Canadian grain, particularly wheat. The millers, represented by Brigadier-General A. E. Labelle, W. A. Black and W. W. Hutchison, contended there must be either trading in options or fixed prices. If trading in options were continued, speculation should be restricted to recognized grain dealers. If there were to be fixed prices, there should be either a flat price for each grade or maximum and minimum prices for each grade, the same prices to prevail by agreement both in the United States and Canada. Should the maximum and minimum system be adopted, there should not be more than five cents a bushel difference, and Mr. Black suggested that a fair maximum for No. 1 Northern would be \$1.75 a bushel, Chicago, Minneapolis, Duluth and Winnipeg.

WHOLE WHEAT FLOUR MORE POPULAR.

In reply to a query as to whether they had noticed any increase in the sale of whole wheat flour lately, a number of Toronto grocers replied that they had. One grocer selling whole wheat flour at ten cents a pound, stated that there was a great demand for bread made from such flour, and during the cooler months the flour itself was very popular. Another downtown grocery reporting an increased sale, added that the demand for it had certainly grown, and they were selling it in two kinds, one that is milled here, and one that comes from the States. It has been stated by grocers that if more women would demand whole wheat, dealers would carry it and no one would have any trouble purchasing it.

CALIFORNIA FRUIT DAMAGED.

Serious damage has been done to the 1917-18 citrus crop in California by the intense heat prevailing since the middle of June, according to information secured by the California Fruit Growers' Exchange. Navel oranges suffered most, and the highest temperature registered in the interior sections, where the bulk of the Navels are grown. Owing to the differing conditions in some groves, according to the soil, and condition of the grove and the size of the young fruit, it is impossible to form an accurate esti-

mate of the extent of the damage to the crop as a whole. In some districts not over 10 per cent. of a Navel crop is said to remain, while others vary from 25 per cent to 60 per cent. In 1909, the trees bloomed again under somewhat similar conditions, though the maximum heat that year came on May 30.

Reports from Tulare County indicates less damage than in South California. The Valencia and other seedling varieties suffered less than Navels, some sections predicting 10 per cent. of a Navel crop and figuring on the other varieties being practically normal; others from 60 to 75 per cent of a normal crop.

On lemon trees the tree ripe and silver fruit was generally cooked. The smaller dark green fruit is reported holding on, except the later settings, which would usually be picked in the early months of 1918. The present bloom will produce fruit in the spring and early summer. The damage to the ripe Valencias on the trees appears to be slight, and the holdings of lemons in the houses is larger than usual.

The percentages reported from the different districts are taken to indicate that the Exchange's shipments for the season, beginning Sept. 1, 1917, will be at least 55 per cent. of this season's, in which were shipped bumper crops of all varieties of about 66 per cent. of the volume of other recent years.

FARMERS OPPOSE OLEO.

A petition from 400 Farmers' Associations and signed by 29,000 persons was recently tabled in the House of Commons at Ottawa, urging against the importation into Canada of oleomargarine.

New Goods Department

PHEZ, A NEW DRINK

A new drink is being introduced in Canada under the name of Phez, it is manufactured by the Pheasant Fruit Juice Company of Salem, Oregon, and is being distributed in Canada through the Donald H. Bain Co., Winnipeg, and Rose and Laflamme, Ltd. of Montreal and Toronto.

This new drink is described as the pure juice of the Loganberry. This is a new berry, being a cross between the Red Antwerp raspberry and the wild mountain blackberry, the latter a native of the Pacific Coast States. It was propagated first by Judge John H. Logan, while a resident of Santa Cruz, California, and bears his name.

The propagation of the berry was purely accidental, there being a wild blackberry vine growing just over the fence from a red raspberry patch, nature herself crossed the pollen of these two flowers, and the next spring, Judge Logan noticed a new and peculiar vine which later bore a new fruit. This fruit he studied thoroughly and from it prac-

tised its propagation, until now this raspberry is becoming known the world over



Phez, the raw material and finished product through advertising of the juice made by crushing the Loganberries.

HOW TO GET AND KEEP BUSINESS

(Continued from page 29.)

way, that he will get the business. But, he has to be first, last and all the time everlastingly on the job. Let a man get thoroughly interested in his business as a sporting proposition, and he will find it the most fascinating game in the world.

System in your store.

Service to your customers.

Sand in your system.

These three alone will go a long way towards trimming the falacy of the mail order houses.

Men will tell you it takes too much time. It's too complicated, haven't got the education to open up and run a set of books. That's all rubbish. Personally, I get out a statement at the end of each month, showing cash receipts, amount of goods bought, expense under different headings, percentage of profit and the percentage of expenses, and this work takes up about five minutes of my time daily, and believe me I am no scholar.

Men will tell you that you cannot run a cash store in this country. Tommyrot, it can be done. It is being done, successfully. If the retail merchant of to-day would think less of the: I can't and more of the I can's. If he will wake up, come alive, take off his coat, clean up his windows, let a little sunshine in, smile, have a good word for his opposition, leave the mail order houses alone. Because the merchant must awaken to the fact that the mail order houses are running a legitimate business, and that they are running it in a mighty business-like way. Go thou and do likewise. Don't blame the other fellow, go out in the woods and take a good look at yourself, if you don't find something you can improve upon, you had better get out of the retail business, or the business will soon put you out.

In a nut shell:

Get your business on a business basis.

Give service, and its a mighty big word is service, to your customers.

Put brains, energy and enthusiasm into your work, and before long you will be looking for a safe place to invest your surplus cash.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

STARCHES, cornstarches and corn syrups were among the lines in which considerable advances were recorded during the week. Increases in the market for these commodities have been due to the acute situation in corn. Cocoa is in extra heavy demand at present. One large manufacturer is about to double the capacity of present plant in order to take care of the trade that has developed within recent months. One line of package cocoa advanced during the week. Custard powder and egg powder and washboards were included in the lines in which there were changes in an upward direction.

Cooked meats, such as boiled and roast hams, were in slightly higher market, but smoked hams were quoted down. Trade in the latter has been dull and prices were lowered to induce business. In pure lard there was a decidedly easier tone during the week, due to the eagerness for some of the larger concerns to get business. Butter was in steady and firm market, but eggs were on the upgrade, advances having been recorded. Production in the latter is now lighter.

Refiners were still quoting in a divided market so far as accord on prices on sugar is concerned. With the raw situation exhibiting strength the opinion prevails that the refiner quoting at the low figure will in the not distant future move upward. Flour was unchanged for Manitoba, but in a fairly strong market. Millfeeds of all kinds are in better demand and prices are ruling firm at the high quotations of last week. Travelers for wholesale grocery houses throughout Ontario will not make their rounds during the coming two weeks, as it is vacation period. The arrangement has been made by common consent among the various wholesalers. Business continued somewhat quiet during the week.

QUEBEC MARKETS

MONTREAL, July 24.—The great firmness of market for corn is the feature of the market this week, corn starches have advanced a cent, and the syrups are up 25 cents a case. Molasses is in very firm market, but not actually advanced. Sugar market conditions are irregular and there is firmness in prospect. Flour is steady at firm, with some chances of further advances before there are any declines again. Cereals are firm. Fruits and vegetables show the rapid changes due to season's supplies coming along. Fish prices are rather firmer, due to some scarcities. Butter, eggs and cheese are in what should be their summer markets and getting easier, but this is not true of eggs, which are higher. Provisions are steady and cooked meats in demand. A number of interesting miscellaneous changes have taken place this week, and pickling spices have advanced 5 cents a lb. to 24-30 cents.

VARIOUS LINES.—Starches have advanced a cent. This is over and above the quarter cent advance last week. The reason for the advance is the scarcity of corn. Manufacturers are taking orders only subject to delays and at prices rul-

ing on date of shipment. Canadian chichory is up 6 cents a pound, and now 20 cents per lb. This is very scarce now. Flaxseed for grocery trade is up 1 cent to 9 cents a lb. All fruit jars have advanced 75 cents per gross. Imported mustard is up 2 cents a lb., making 1-lb. tins 59 to 60 cents. Brooms have gone up 25 cents dozen. 4-string are \$6.25 and 5-string \$7 doz. Nestle's milk baby food is up \$1 a doz., costing now \$7.50 to \$7.65 (less 5%). Clay pipes (Scotch) are up to \$1.40 per box. These used to cost 75 cents a box before the war. The last advance is only 15 cents, however. Compound lard is down half a cent, 20-lb. pails in City of Montreal now \$4.20. Some Crosse & Blackwell lines have arrived, but prices are high. Capers, 4 oz., \$1.85 doz.; Curry, 2-oz., \$1.50; Mango Chutney, ¼-pt., \$2.40, and Tarragon vinegar pints, \$3.80 per doz. Others in proportion.

Sugar Market Is Still Uneven

Montreal.

SUGAR.—While the sugar market is going from firm to firmer as regards raw

Cubas, and some of the New York refiners are already charging \$8.20 basis, which is the highest base price at present ruling in Montreal, the market in Montreal continues to be uneven with Canada Sugar Refinery quoting \$8.05 for extra granulated. Opinion is that advances are inevitable in sugar before long as refiners declare there is no profit in sugar at present prices, even at the \$8.20 basis while raws are so firm. Predictions are, however, not made as to sugar, and whether the refinery quoting lowest is disposed soon to advance prices or not was not divulged. Probabilities are in favor of market strength, however. Demand is said to be growing stronger, but already some of the refineries are running at maximum output with certain export orders, and quite a number of orders are behind in delivery.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 20
Acadia Sugar Refinery, extra granulated	8 20
Canada Sugar Refinery, extra granulated	8 05
Dominion Sugar Co., Ltd., crystal granulated	8 20
Special icing, barrels	8 25
Diamond icing	8 25
Yellow, No. 1	8 25
Yellow, No. 2 (or Golden)	7 55
Yellow, No. 3	7 45
Powdered, barrels	8 15
Paris lumps, barrels	8 65
Paris lumps (boxes), 100 lbs.	8 75
Crystal diamonds, barrels	8 65
Crystal diamonds (boxes, 100 lbs.)	8 75
Assorted tea cubes, boxes	8 65
Cut loaf (50-lb. boxes)	8 90
Cut loaf (25-lb. boxes)	9 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Are In Smaller Supply

Montreal.

CANNED GOODS.—Supplies of canned goods are dwindling down rapidly. The effect of shorter stocks is found in prices of tomatoes. One wholesaler reports that it is easy to sell these at \$2.40 now. Corn is fetching \$2.25, and peas are at \$1.50. There are reports of canning new crop peas now, but news of a serious fire at the canning factory at Strathroy with loss of cans and plant is brought in as a factor affecting the canning of peas to some extent. There is a strong demand for canned salmon. No word of B.C. Packers' prices has yet come to hand, but a few independent canners have quoted early. There is on the market now a new canned salmon from

Labrador which is quoted at \$3.10 per doz., 1-lb. flats. The quality is said to be equal to any canned salmon on the market. The color is deep pink.

Salmon Sockeye—		
“Clover Leaf,” ½-lb. flats.....	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 45	
Pinks, 1-lb. talls	1 75	1 80
Cohoos, 1-lb. talls	2 65	
Red Springs, 1-lb. talls.....	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25	
Canadian sardines (case).....	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack		2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 35	
Peas, Early June	1 50	
Beans, golden wax	1 60	
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 25	
Corn (on cob, gal. cans, doz.	8 50	
Red raspberries, 2s	2 25	2 45
Simcoes		2 75
Red cherries, 2s		2 25
Strawberries, 2s	2 40	2 50
Blueberries, 2s, doz.		1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Pumpkins (gallon), doz.....	6 00	
Apples (gallon)	3 75	4 00
Peaches, 2s (heavy syrup).....		1 75
Pears, 3s (heavy syrup).....		2 45
Pineapples, 1½s		2 25

Dried Fruit Demand Is Quiet At Present

Montreal.

DRIED FRUITS.—There is little immediate demand for dried fruits by consumers, though wholesalers report stocks lower, and reports from primary markets are to the effect that everything grown will probably find an eager market. Independents in California are offering prunes and raisins below Association quotations, but the markets are likely to be firmer as time goes on. Association prices on evaporated peaches are expected shortly. Doubts still exist as to Greek currants, and if supplies get through they are likely to arrive later than usual even in war time. There have been no alterations in prices to the retailer this week.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. bxs.	0 13
Apples, choice winter, 50-lb. bxs.	0 13 ½
Apricots—	
Choice, 25's, faced, new crop.....	0 28
Nectarines, choice	0 11 ½
Peaches, choice	0 13
Pears, choice	0 15

DRIED FRUITS.	
Candied Peels (to arrive)—	
Citron	0 32
Lemon	0 24
Orange	0 27

Currents—	
Filiatras, fine, loose, new.....	0 21 0 22
Filiatras, packages, new, lb....	0 21 0 22
(In the present condition of market prices are considered merely nominal.)	

Dates—	
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12 ½
Fards, choicest	0 12 ½
Hallowee (loose)	0 13
Excelsior	0 11 ½
Anchor	0 09

Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 ½
1 lb. glove boxes, each.....	0 12
Cal. bricks, 8 oz., doz.....	0 95
Cal. bricks, 10 oz., doz.....	1 20
Cal. bricks, 16 oz., doz.....	1 40
Cal. layers, 10 lb., 5 rows, box.	1 60
Cal. fancy, table, 10 lbs.....	1 60

Figs—

Spanish (new), mats, per mat.	2 40
Comadore (Portugal), per mat 33 lbs.	2 40

Prunes, California—

30 to 40, in 25-lb. boxes, faced	0 13 ½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12 ½	0 13 ½
70 to 80, in 25-lb. boxes, faced	0 12	0 13 ½
90 to 100, in 25-lb. boxes, faced	0 11	

Prunes (Oregon)—

30s	0 13
40-50s	0 12 ½

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown	3 75
Muscateles, loose, 2 crown.....	0 10 ½
Muscateles, loose, 3-crown, lb....	0 11
Muscateles, 4-crown, lb.....	0 11 ½
Cal. seedless, 16 oz.	0 12 ½
Fancy seeded, 16 oz. pkgs.....	0 12 ½
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11 ½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

New Brazil Nuts Here; Markets Firm

Montreal.

NUTS.—Not in active demand at present, but in very firm market, and with the outlook towards greater firmness, nuts are this week in similar condition to that prevailing for some weeks past. The prospects of importation are very uncertain. Small parcels of new crop nuts have been coming forward, however. Recently there arrived some new crop Brazils, and these are on the market at prices ranging from 16½ cents to 18 cents a pound. Shelled walnuts are scarce and high, in fact they are selling to the importer at prices very close to the prices being charged the retailer at present. Peanuts are increasingly firm, and there is a good demand for the real No. 1 Spanish or Virginia article. All peanuts good for making peanut butter are in demand.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)		0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new)	0 16 ½	0 18
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15 ½	0 16 ½
Peanuts, “Diamond G”.....	0 13 ½	0 14 ½
Peanuts (coon), per lb.....	0 12 ½	0 13 ½
Peanuts (Jumbo), per lb.....	0 16 ½	0 17
Pecans (new Jumbo), per lb.....		0 21
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans, “paper shell,” extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenoble)		0 18 ½
Walnuts (shelled)		0 52
Walnuts (Marbots), in bags.....	0 13	0 16
Walnuts (California), No. 1....		0 24
Cocoanuts, 100 size, per sack....		7 50

Molasses Scarce And Corn Syrups Advanced

Montreal.

MOLASSES, SYRUPS.—The market for molasses was never so high in primary sources in the experience of the business in Montreal for years. One importer of long experience has paid as high as 76 cents for molasses at Barbadoes, and is informed that his purchase is about the last that can be made on the Island as stocks are now absolutely depleted. There will be unprecedented firmness in molasses this fall, it is believed, and already

active buying is being done. In many cases even long-placed orders will be only partially filled. The losses of molasses at sea were very heavy, and will be seriously felt. Corn syrups have advanced 25 cents a case, and half a cent a pound in bulk, and the market for these is exceptionally firm with every prospect of further advances. Manufacturers accept orders only subject to delays and at prices ruling on date of shipment.

	Prices for	Fancy, Choice,
	Island of Montreal	
Barbadoes Molasses—		
Puncheons	0 78	0 72
Barrels	0 81	0 75
Half barrels	0 83	0 77
For outside territories prices range about 3c lower.		

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at “open prices.” No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case....	5 50
Barrels, per 100 lbs.....	6 50
Half barrels, per 100 lbs.....	7 00

Bean Market Is Dull As To Demand

Montreal.

Beans.—There is a slackness in demand for beans. This is a normal condition at the time of year, and though sales are made from time to time to meet immediate requirements, there is little large buying. With abundance of green vegetables, and many other kinds of foodstuffs available in season which can be used to substitute for less perishable products of the ground, beans are in the background as a food stuff. Their prices also keep them in slow market. Reports regarding Quebec bean crops are not definite as yet, but there is no word of any serious damage by rainfall such as was reported recently from Michigan, and is said to have been felt to some extent in parts of Ontario. A big planting of beans was made this spring in Quebec province.

Beans—	
Canadian, hand-picked	10 50 12 00
Canadian 3-lb. pickers, per bu.	9 50 10 50
Canadian 5-lb. pickers	7 90 8 50
Michigan, 3-lb. pickers	11 00
Michigan, hand-picked	11 50
Yellow Eyes, per lb.....	0 15 0 15 ½
Lima, per lb.	0 21
Chilean beans, per lb.	0 14 ½ 0 15
Manchurian white beans, lb....	0 15 ½ 0 16
South American	5 70
Peas, white soup, per bush.....	5 00
Peas, split, new crop, bag 98 lbs.	11 00 11 25
Barley (pot), per bag 98 lbs....	6 25 7 25
Barley, pearl, per bag 98 lbs....	7 50 8 00

Rice And Tapioca Markets Are Steady

Montreal.

RICE AND TAPIOCA.—Conditions of market for rice are showing no very marked change during the present period of quieter business. There is a tendency to firmness due to the doubts regarding importation facilities, and the general firmness of the market for cereals. Consuming demand is normal, not unusual, and business is reported good. In tapioca there is growing strength at present, with every likelihood of advancing markets as importation is most uncertain and stocks on the American continent are none too

large, while consuming demand is quite considerable.

"Texas" Carolina, per 100 lbs....	9 90
Patna (fancy)	10 15
Real Carolina, per 100 lbs.....	11 00 11 50
Patna (good)	9 40
Siam, No. 2	7 25 9 15
Siam (fancy)	8 40
Rangoon "B"	7 35
Tapioca, per lb.	0 14½ 0 15
Tapioca (Pearl)	0 14½ 0 15

Coffee Still Dull

Cocoa Demand Quiet

Montreal.

COFFEE, COCOA.—The market for coffee is as it has been for weeks of late, quiet, and with no prospect of immediate change. Consumption is considered satisfactory in Canada. The news from centres of coffee growing is favorable. As regards cocoa this is at its quietest time for demand, and there are no hints of advances in market heard at present

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Cocoa—

Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Situation Dull

Now: Firm for Future

Montreal.

TEA.—There is a dull spell as regards the buying of tea on a large scale, though some shipments have arrived recently, but merchants are not troubled by having the teas in stock or on the way for the feeling again grows that there may be a very grave return of the risk of tea shortages in the Fall and later. The whole situation as to India and Ceylon teas is bound up in the matter of ship space and this matter is most uncertain to-day. Owing to the unprecedented rise in silver exchange in China to-day, China teas will be exceedingly high-priced also. As regards Japan's good teas of this class are being eagerly bought up as advances are in sight. The following figures speak for themselves: In 1915 the imports of Japan teas to the North American Continent were 15,000,000 lbs.; In 1916 they were only 7,000,000 lbs., and in 1917 at the same date (July 15) they are only 4,000,000 pounds. It is evident that the shortage is already pronounced.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Cloves at High

Price to Import

Montreal.

SPICES.—While there have been no especial alterations in prices or in market tendency since last report re spices, the whole market for this class of goods is again looking towards greatly increased strength. There has been more than usually heavy demand for the pickling spices in the States, and there will probably be as large a call for these

spices in Canada. It is noted by spice grinders that cloves are being sold by wholesalers in certain cases very much below cost to import these. It is costing actually as much as 42 cents a pound to lay these down in Montreal, yet they can be bought at from 5 to 10 cents below cost to import. This is only where stocks are high, and the condition can hardly continue very long as to replace these cloves will cost much more if present prospects are materialized in ship shortages, etc.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice		0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Carraway, Dutch, nominal	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14
For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.		

Watermelons Cost Less:

Vegetables Are Easier

Montreal.

FRUIT AND VEGETABLES.—The first Canadian tomatoes reached Montreal this week, in bushel crates at \$4.00. They are good quality fruit, and arriving in good condition. Bananas were a little firmer, and oranges also a shade higher in some cases. Canadian strawberries are still on the market in crates of 54 quarts at \$4.00. New peppers are also on the market. Many of the green and root vegetables of new season's crops are easier in price now, and are in good demand. United States celery is off the Montreal market now, and Canadian has taken its place. The soft fruits are easier in price. Watermelons are also easier, and much more plentiful now. There has been active business in vegetables of late.

Bananas (fancy large), bunch...	2 75	4 00
Oranges—		
Navels, per box	4 50	
Floridas	5 00	
Valencia (lates)	3 75	4 25
Grape fruit	2 75	3 50
Lemons	4 50	5 00
Limes, box of 80	1 50	
Pineapples, Cuban, crate	4 50	
Pineapples (Cuban), 24's, each...	0 75	
Watermelons (U.S.), each	0 35	0 75
Cantaloupes, crates	3 25	3 50
Cantaloupes, flats	1 75	
Cantaloupes, 5-crate lots	3 00	
Apples (in boxes)—		
Winesap	4 00	
Ben Davis	4 00	
Apples, new, U.S., bskt.	2 50	
Cauliflower, per doz. bunches...	2 00	
Celery, greentop, per crate	4 00	
New corn, crate, 5 doz.	3 00	
Celery, Canadian, per doz.	0 75	1 00
Onions, Bermuda, crate 50 lbs...	3 25	
Onions, Texas (crystal wax), crate		
50 lbs.	2 50	
Texas onions (red), crate	2 50	
Onions, Australian, sack 100 lbs.	6 00	
White onions, per bag (100 lbs.)	6 00	
Onions, Canadian, new, doz. bun.	0 75	
Potatoes (Green Mt.), bag 80 lbs.	3 00	
Potatoes (new), per hamper	2 50	

Potatoes (N.B.), bag	3 00
Potatoes (Quebec)	3 00
Potatoes (new), bbl.	5 00 6 50
Potatoes (sweet), per hamper....	4 00
Carrots (new), per bunch	0 25
Beets (new), doz. bunches	0 50
Parsnips	2 00
Peas (new), per hamper	3 00
Turnips (new), per doz. bunches	0 50
Turnips (old), bag	3 00
Lettuce, curly, per doz.	0 10
Lettuce, head, doz.	0 25
Tomatoes, Mississippi Flats	2 00
Tomatoes, Can., per bus. crate..	4 00
Tomatoes, Baltimore twin crates	3 00
Horse radish, per lb.	0 25
Cabbage (new), Baltimore, crate	3 50 3 75
Cabbage (Montreal), doz.	0 75 1 00
Beans, wax, basket	2 00
Beans, green, basket	2 00
Peas (new, Montreal), bag	2 00
Leeks, per doz. bunches	2 00
Parsley, doz.	0 25
Mint, doz.	0 50
Watercress, doz.	0 50
Spinach (Canadian), box	1 00
Rhubarb, per doz.	0 25
Eggplant, per crate	6 50
Cauliflower, doz.	1 50
Garlic (Canadian), lb.	0 15
Endive (Canadian), lb.	0 25
Strawberries, per crate 54 quarts	4 00
Cucumbers (Fla.), basket	2 50 3 00
Cucumber (Montreal), doz.	0 75
California plums, box	2 00
Do., peaches, box	2 00
Do., apricots, box	3 00
Cherries (California) box	3 50
Cherries, Canadian table, bkt. ..	1 25
Peppers, crate	4 50

Fish Prices Show

Firmer Tendencies

Montreal.

FISH.—The hot weather has curtailed to some extent the sale of all kinds of fish during the past few days. The exodus of people into summer resorts has also had its direct effect upon the sale of fish though comparatively large quantities of fish have still been disposed of. No doubt this is due to the reasonableness of fish prices. The outlook is not at present for any lower prices, still the principal lines keep about the same level. Gaspe salmon season is pretty nearly over, and naturally prices have advanced a good deal higher. B. C. fresh salmon is now reappearing and selling comparatively low. Halibut is in fair quantities, and at an advanced price. All kinds of fish from the East have a tendency to rise in price, but still prices are comparatively low. Lobsters are nearly out of season, and pretty high in price. Trade is small in oysters, prawns, clams, scallops, etc., at present.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 15	0 16
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box		1 40
Smoked eels		0 12
Smoked herrings (med.), lb.		0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	22 00
Salmon (B.C. Red)	17 00
Sea Trout, red and pale, per bbl....	15 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb...	0 35
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	2 75

FRESH FROZEN SEA FISH.

Halibut	18	20
Haddock, lb.	07	08
Mackerel		10

Cod steak, fancy, lb.	8
Salmon, Western	20
Salmon, Gaspe	20

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	0 10	0 10
Dore	0 11	0 12
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large.....	0 20	0 20

Oysters—

Selected, gal.	2 00
Ordinary, gal.	1 75
Malpeque oysters (choice, bbl.	12 00
Malpeque oysters (choice), bbl.	12 00
bbl.	10 00
Cape Cod shell oysters, bbl.	12 00
Clams (med.), per bbl.	8 00

ONTARIO MARKETS

TORONTO, July 25.—The feature of the local market has perhaps been the advance in starches of 1c per pound, and in corn syrups of 25c per case and ½c per pound on bulk corn syrups. Conditions in this market have been due to the steadily higher prices in the corn market. Other lines in which changes have been made include salad dressing, lobsters, cocoa, custards and egg powder, washboards, apricot jam and gooseberry jam. Eggs have been in higher market, while butter held steadily firm. Smoked hams and backs are lower in price, but cooked shoulders and hams are higher. Pure lard was in easier market, with lower prices quoted. Travellers of the various wholesale houses will be off the road for the two weeks commencing next Monday in the territory throughout Ontario and in Toronto, all west of Yonge Street. For the remaining part of the city of Toronto it is optional with the wholesalers whether they shall take their travellers off at that time. Common agreement among the wholesalers made this arrangement possible. Business has been quiet during the week, with uncertainty as to what may develop through the food controller.

Sugar Market Still Shows Price Range

Toronto.

SUGAR.—The range of prices on Canadian refined sugars still shows a difference of 15c per hundred between the majority of the refiners and the Canada Sugar Refinery. It is reported that two of the refiners were offered business at the lower basis, but refused to take it. The situation when the raw sugar situation is taken into consideration would seem to indicate that all refiners will in the not distant future be quoting at the same basis. There was an advance in raw sugars in the New York market during the week, with demand large on the basis of 6.65c duty paid for Cuban raws, which represents an advance of ½c over last week. There is a strong undertone to the primary situation, due to the good demand from refiners. The visible production of sugar on the Island of Cuba to July 14 was 2,788,819 tons, as compared with 2,889,786 tons last year. One authority on the market states that if as

FRESH FISH		
Haddock	0 06	0 07
Steak Cod	0 08	0 08
Market Cod	0 05	0 06
Carp	0 10	0 11
Dore	0 16	0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon	0 20	0 20
Gaspe Salmon	0 22	0 22
Gaspereaux, each	0 05	0 05
Western Halibut	0 18	0 19
Eastern Halibut	0 17	0 18
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch	0 09	0 09
Bullheads	0 12	0 12
Whitefish	0 14	0 15
Eels	0 10	0 10
Brook trout	0 30	0 30
Mackerel (large), each	0 20	0 20
Mackerel (medium), each.....	0 18	0 18

much sugar is made from now to the end of the crop as was made from this date to the end of the crop in 1915 this year's crop will be 3,000,000 tons. It will be remembered that the 1915 crop was lighter than the 1916 crop. During the week another central finished grinding, which leaves the number still in operation at 11, the same number as at the same time last year. There is, however, definite information lacking on 25 centrals in the outports, and Willett & Gray, of New York, assert that it is not likely that these are all grinding, although a fair proportion are undoubtedly still at work. The estimate of the sugar crop in Porto Rico has been increased by one leading authority by some 20,000 tons, making the estimate now 450,000 tons.

Atlantic, St. Lawrence extra granulated sugars	8 34
Acadia Sugar Refinery, extra granulated.	8 34
Can. Sugar Refinery, extra granulated... ..	8 19
Don. Sugar Refinery, extra granulated... ..	8 25
Yellow, No. 1	7 94
Specing icing, barrel	8 54
Powdered, barrels	8 44
Paris lumps, barrels	8 94
Assorted tea cubes, boxes	8 94

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Egg Powder And Washboards Higher

Toronto.

EGG POWDER, CUSTARD, WASHBOARDS.—Bird's egg powder and egg custard have been advanced 15c per doz. during the week, both lines now being quoted at \$1.90 per dozen, as compared with \$1.75 formerly. One of the lines to take a glide downward during the week has been cream of wheat, which is now quoted at \$7.50 per case, a decline of \$1.50. New pack Simcoe spinach is now on the market, and is quoted for 2's at \$1.80 per dozen. Bensdorp cocoas have been increased in price, 5-oz. now selling at \$3.40 per case, an increase of 50c; 8-oz. at \$5.25, an increase of \$1.05; and 16-oz. at \$9.75, an advance of 75c. The 2-oz. size on this brand of cocoa is temporarily off the market. Clark's lunch tongue has

been increased 25c to 50c per dozen, ½-lb. tins now selling at \$3 per dozen, and 1-lb. tins at \$6 per dozen. Krackley nut confection has been advanced 5c per carton, and is now quoted at \$1. Cane's improved tinplate washboard has been advanced to \$3.15 per dozen, the former price being \$2.65. New pack Centreville golden haddies are now on the market, and are being quoted at \$2.25 per dozen. Kipperred herrings and herrings in tomato sauce are quoted at \$2 per dozen. Wagstaffe's apricot jam has been advanced to \$2.80 per dozen for 16-oz., an increase of 15c, while gooseberry jam of same brand has been advanced a similar amount to \$2.60 dozen. Durkee's salad dressing in picnic size is now quoted at \$1.45 to \$1.50; half-pints at \$3.75, and pints at \$6.25, all of which represent advances. Mephisto lobster ½'s, are now quoted from \$3 to \$3.15, and ¼'s from \$1.95 to \$2 dozen. Black Bass tobacco in new sizes of 8's and 15's is quoted at 62c per pound, and Nabob tobacco in new size of 16's at 70c per pound.

Corn Syrup Advances In Bulk And Tins

Toronto.

MOLASSES, SYRUPS.—An advance of 25c per case was recorded on the price of corn syrup in tins during the week, which now makes the selling price of 2-lb. size \$4.85 per case of two dozen, and for 5-lb. tins \$5.20 per case for one dozen. Corn syrup in barrels has been advanced ½c per pound, making the price now 7c on barrel basis. The higher tendency in this market has been due to the soaring prices on corn and the difficulty experienced in getting supplies. Wholesalers did not alter their prices on molasses during the week, but the market is very firm. Lightness of demand at present is the only factor operating to keep prices steady.

Corn Syrups—

Barrels, per lb.	0 07
Cases, 2-lb. tins, 2 doz. in case	4 85
Cases, 5-lb. tins, 1 doz. in case	5 20
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	

Cane Syrups—

Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 05½
Cases, 2-lb. tins, 2 doz. in case	4 80

Molasses—

Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs.	0 60	
Tins, 2-lb., table grade, case 2 doz.	4 25	
Tins, 3-lb., table grade, case 2 doz.	5 65	
Tins, 2-lb., baking grade case 2 doz.	3 00	

Canned Strawberries And Peaches Light Crop

Toronto.

CANNED GOODS.—Reports on the condition of the strawberry pack state that the volume is poor, due to the fact that many plants were uprooted in the picking while the ground was wet with much rain. It is asserted in reliable quarters that the pack of peaches is expected to be in the neighborhood of 50 to 60 per cent. or orders, and raspberries probably an equally short pack. Prices on new

pack spinach of Simcoe brand have been announced at \$1.80 per dozen for 2's. Reports on condition of the pea pack are favorable for a good yield. Canned salmon is still unnamed as to price for new pack. Advices from the coast state that the salmon is not running very heavily as yet.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, ½-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	
Apples, gallons, doz.	3 85	4 00

Hitch To Guarantee
Of Prune Prices

Toronto.
DRIED FRUITS.—A new element has been injected into the prune situation by the addition of a rubber stamp clause to contracts that had already been signed with the California Prune Association. These contracts, as originally drawn up, provided against a decline in price until January 1. Now it appears that some jobbers in the United States who have received their contracts have been somewhat disconcerted over the introduction of this rubber stamp proviso, which states that "the guarantee is not effective on change of price on order, at request of, the Federal Government or authorities, or in the event of any embargo on prunes or apricots by the United States or any important foreign Government." The general view was expressed that, inasmuch as this clause was added after the contracts were signed and without the consent of the other party it was of no effect. Otherwise the guarantee against the association's own decline until January 1 would be nullified, inasmuch as there is an official embargo, not only in force by the United States, but by some of the foreign Governments, the importance of which there can be no doubt. Locally business in dried fruits is quiet.

Apples, evaporated, per lb.	0 13½	0 14½
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 25	0 27
Orange		0 27
Citron	0 28	0 33
Currants—		
Filiatras, per lb.		0 22
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case		3 60
Dromedary dates, 3 doz. in case		4 50
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.		0 16
10-lb. boxes, 30-40s		0 16½
40-50s, per lb., 25's, faced.		0 15½
50-60s, per lb., 25's, faced.		0 15
70-80s, per lb., 25's, faced.	0 13	0 13½

80-90s, per lb., 25's, unfaced.	0 12½	
90-100s, per lb., 25's, faced.	0 10½	
Peaches—		
Standard, 25-lb. box		0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes		0 15
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Java Teas Compete
With Low-Priced Blacks

Toronto.
TEAS.—Recent arrivals of Java teas have been competing with the lower grades of Indian and Ceylon black teas, with the result that prices are inclined to be somewhat easier for the latter. Broken pekoes of Java type are selling at 40c to 42c, and at these prices is a competitor for favor with the Pekoe Souchongs of India and Ceylon. Some tea dealers assert that the Javas are considered of higher type than China teas, but for the most part will not hold their flavor or have not as good keeping qualities as the Indians and Ceylons. But when it comes to a question of price they are often taken as a means of reducing the price. The freight situation shows little improvement. Small stocks are coming through, but the supply is by no means certain, and it is anticipated transportation, if anything, will be higher as time goes by. Freight rate from Calcutta at the present time is in the neighborhood of 16c per pound. This is a heavy charge. Locally consumption of teas has been fairly good.

Ceylons and Indias—		
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55
Broken Pekoes	0 40	0 42

Javas—
Broken Pekoes 0 40 | 0 42 |

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Enlarging Plant To
Take Care Cocoa Demand

Toronto.
COFFEE, COCOA.—One large dealer in cocoa asserts that the demand for cocoa has been so insistent during the past few months that they have decided to double the capacity of their present plant. In coffee there was a slightly firmer tone in the primary market, due to advices from Brazil stating that freights were higher. There has also been an advancing tendency on future coffees, due to peace rumors. It is significant that whenever such rumors gain currency there is always a firming tendency in the coffee market. There was no stir in the market locally, and prices remained unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20

Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

One Concern Again
Advances Cloves

Toronto.
SPICES.—Following the advance recorded in cloves last week, there is a continued firm market for cloves during the past week, which was manifested from the fact that one concern advanced their prices 10c per pound, making the quotations in question 50c to 55c. The market quite generally, however, still held to the 40c to 45c range of last week. There is an embargo on these goods coming from Zanzibar and present stocks on this side of Atlantic and on the way may have to take care of the demand for some time in the future. As yet there has been no word respecting the arrival of coriander seed. Cream of tartar is also in firm market, as there is an embargo on the French commodity coming from England. Demand for spices is somewhat easier at present, as it is the lull time before the pickling season starts.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's.		0 40
Do., 80's	0 45	0 50
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Caraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure		0 60
American high test		0 65

Possibility Of New
Crop Rice Is Steadying

Toronto.
RICE AND TAPIOCA.—There is very little real active interest in the rice market locally. Prices remained unchanged, and the demand keeps up fairly good. Now that people have acquired the habit of eating rice, they are inclined to keep it up, and this is making for a good steady consumption. In the primary markets in the Southern United States the possibility that the new crop is only a few weeks away has been a steadying factor to the market. It is also reported that the French Government has shown a disposition to resell some of her holdings.

Texas, fancy, per 100 lbs.	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs.		0 12
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	7 50	8 00
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 12½	0 14½

More Encouraging
Prospect For Californias

Toronto.
NUTS.—Last week it was stated that

the crop of California shelled walnuts had been greatly damaged, and that there would be very few to come into the local market. This was made on the authority of one of the larger shippers in that State. During the past week, however, offers have been made by other concerns in California, who stated that the crop is likely to be fairly good, and that they are prepared to take business. It would seem from this that at least some stocks will be available for the local market. Shippers of French walnuts are holding back. It is expected the crop this year will be late, as it is hard to get labor to harvest them. There has been a steadily growing demand for walnuts, according to the dealers, as they are becoming more popular for use in salads. More of the larger-sized packages have been used, such as quarts, half-gallons and gallons, as they are more economical to purchase. Between three and four cars of Brazil nuts have been booked by importers.

In the Shell—

Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20

Shelled—

Almonds, lb.	0 45	0 48
Walnuts, lb.	0 58	0 60
Walnuts, California		
Peanuts, lb.	0 17	0 18

Bean Crop Causing Much Speculation

Toronto.

BEANS.—There is considerable speculation as to what the actual conditions with respect to the domestic crop of beans will be. Reports have come through that large areas in the Goderich district have been destroyed by the continued wet weather. Authorities on the bean market are inclined to be somewhat skeptical as to the prospects until they know for certain that they are going to be poor producers. Locally prices remained unchanged.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush..	10 00	10 50
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel		9 60
Japanese, per bush.		9 00
Limas, per pound	0 17	0 20

Laundry Starch And Cornstarch Up 1c Pound

Toronto.

PACKAGE GOODS.—An advance of 1c per pound was recorded on the price of all laundry starches and cornstarches during the week. The increase has been due, it is stated, to the high price of corn and the difficulty to obtain it at any price. There was an advance of 10c per case in the price of Krinkle cornflakes during the week, which now makes the price of that commodity \$3.40. Other brands of packages cereals held steady in price.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s.....	4 80	5 00
Shredded wheat, case		4 00
Cornstarch, No. 1, pound cartons		0 12
No. 2, pound cartons		0 11

Starch, in 1-lb. cartons	0 12
Do., in 6-lb. tins	0 13 $\frac{3}{4}$
Do., in 6-lb. papers	0 09 $\frac{1}{2}$

Halibut Advances 2c; Salmon Scarce

Toronto.

FISH.—Following the advance recorded in these columns last week as having been made at the West Coast, there has been an advance of 2c per pound by local wholesale fish men on halibut. Reports from the Coast state that a strike among the longshoremen of that district has interfered with the shipment of all kinds of fish to a very material degree, so that large quantities have had to be thrown back into the water. As a result halibut is now quoted at 19c per pound. Salmon from the West Coast is also slow in arrival for the same reason as that on halibut. There has been plenty of cod and haddock in the market during the past week, and prices have held stationary. Whitefish was somewhat scarcer, and trout was extremely slow. Last week there were approximately four out of six days that there were no arrivals of trout in the local market.

SMOKED FISH.

Haddies, per lb., new cured.....	0 11	0 12
Haddies, fillets, per lb.....	0 14	0 15
Kipperd herring, per box		1 50
Digby herring, bundle 5 boxes....		1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks.....		2 60
Salt mackerel, kits 15 lbs.....		2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.....		0 19
Halibut, frozen		0 19
Salmon, Restigouche, lb.....	0 19	0 20
Do., B.C., red spring	0 19	0 20
Haddock, fancy, express, lb.....	0 07	0 08
Herrings, frozen	0 06	0 06 $\frac{1}{2}$
Steak cod, fancy, express, lb....	0 09	0 10
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.		0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibees, fresh, lb.	0 09	0 10

New Potatoes Take Big Drop During Week

Toronto.

VEGETABLES.—New potatoes from Virginia took a big drop during the week, being quoted down in the neighborhood of \$2 per barrel over quotations of last week. The range at the time of writing was from \$5.25 to \$5.50 per barrel, as compared with \$7.25 last week. Ontario potatoes in 11-quart baskets were a trifle more plentiful during the week, and sold from 60c to 65c. A car of Maryland tomatoes arrived in the market during the week, but they were in rather poor condition, and instead of selling at \$2.75 to \$3, they were disposed of around \$2. Canadian tomatoes are coming in better quantity, and for No. 1's are quoted at \$2 to \$2.25 per 11-quart basket and \$1.50 for No. 2's. Green string beans and golden wax beans took a big tumble during the week, due to the larger quantities now arriving from Ontario points, prices ranging from 65c to 75c. as compared with \$1.50 per 11-quart basket last week. Canadian cabbage were also lower at \$2.25 to \$2.50 per case.

Some Spanish onions were in the market and sold at \$4.50 for large 120-lb. crates, \$2.50 for half-crates, and \$1.25 for quarter-crates. Canadian vegetables are now coming strong in the local market.

Asparagus, Can., grass, 11-qt. bkt.		
Beets, doz. bunches		0 25
Beans, green, string, 11-qt.....	0 65	0 75
Do., golden wax, 11-qt.....	0 65	0 75
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cabbage, Canadian, case	2 25	2 75
Cabbage, Can., hamper	0 50	0 60
Carrots, new, doz. bunches.....		0 25
Celery, Mich., doz.....		0 50
Lettuce leaf, doz. bunches.....		0 20
Canadian head lettuce, doz.....		0 50
Mushrooms, lb.		0 75

Onions—

Texas, 50-lb. box		2 25
Green, per doz. bunches.....	0 20	0 25
Spanish, crates		4 50
Do., half crates		2 50
Do., quarter crates		1 25

Potatoes—

New, barrel	5 25	5 50
New, Ontario, 11-qt.	0 60	0 65
Peas, Canadian, 11-qt. bkt.....	0 50	0 60
Green peppers, basket	1 00	1 50
Radishes, doz. bunches	0 20	0 25
Spinach, bushel hamper	0 40	0 50
Tomatoes, Miss., 4-bkt. carriers.	1 85	2 00
Canadian, 11-qt.	1 50	2 25
Canadian, 6-qt.		1 00
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 10	0 30

Blueberries And Red Currants Appear

Toronto.

FRUIT.—Blueberries appeared on the local market in fairly good quantities during the week, and were quoted at \$2.25 per 11-quart basket, while red currants were quoted at \$1 per 11-quart basket. Cherries of Canadian origin are now coming in fairly large quantities, Early Richmond in 6-qt. being quoted at 40c to 45c, and 11-qt. at 75c to \$1. Black Eaton cherries for 6-qt. were quoted from \$1 to \$1.50 and \$2 to \$2.75 for 11-quart. Raspberries came a trifle more freely during the week, prices ranging all the way from 18c to 22c per quart. Strawberries were in lighter supply, and the quality was not the best, as the hot sun of the past few days has scorched the berries before they had an opportunity to ripen sufficiently slow to make them good and sweet. Some peaches from Georgia arrived in poor shape during the week. Late Valencia oranges were in easier tone during the week; declines from the high levels have been recorded. There has been heavy consumption of this class of fruit up to the present time; double, in fact, that of last year. Lemons were in firm market and sold at \$6 per case for Californias and Verdillias. With a continued stretch of hot weather it is anticipated supplies will hardly be equal to the demand.

Apples—

Hampers, American	2 00	2 50
Bananas, yellow, bunch	2 00	2 75
Cantaloupes, 45s, case	4 75	5 00
Do., 12-15s, case	2 00	2 25

Cherries—

Cal., box		2 50
Early Richmond, 6-qt.	0 40	0 45
Early Richmond, 11-qt.	0 75	1 00
Black Eatons, 6-qt.	1 00	1 50
Black Eatons, 11-qt.	2 00	2 75

Oranges—

Cal. late Valencias	3 50	5 00
Grapefruit, Floridas, case		5 00
Gooseberries, Can., qt.	0 05	0 07

Do., 11-qt. bkt.	0 60	0 75
Do., 11-qt., large	0 75	1 25
Lemons, Cal., case	6 00	
Do., Verdillis, case	6 00	
Peaches, Georgia, 6-bkt. carrier.	3 50	4 00
Pears, Cal. Bartlett, box	4 00	4 25

Plums, Clyman, box	2 00	2 25
Rhubarb, doz. bunches	0 20	0 30
Strawberries, quart	0 13	0 15
Raspberries, quart	0 18	0 22
Watermelons, each	0 60	0 90

MANITOBA MARKETS

WINNIPEG, July 24.—Hogs have been declining right along during the past two weeks, and early this week there was still a weak undertone. This is having an effect on the lard market, and for the first time in many months dealers are expecting a decline, which should be of one or two cents per lb. Receipts of hogs have been very liberal for the time of year, and the quality has been good.

There was a marked firmness to the flour market early this week, first patents selling at \$13 per barrel, this being \$1 per barrel higher than price of a week ago, two advances of 50c per barrel having taken place. This was brought about by repeated rises in the price of wheat.

Rolled oats are now bringing \$4 per 80-lb. sacks. There was an advance in price of bran and shorts of \$2 per ton, bran now selling at \$29 and shorts at \$34. Cornmeal has jumped to \$6 per bag, following an advance in the grain market. There seems to be a great scarcity of milling corn, this having its effect on cornflake manufacturers, who are having great difficulty getting raw material. New crop is not expected in until the end of September. It will be noticed that corn syrup is up 25c per case, and starches advanced 1c per lb. A prominent broker says that he finds somewhat of a lull in business; there is not the same jumping in and buying freely as there has been for the past year or more. There is some uncertainty on account of the United States situation. There is not the tendency to boost prices that existed some time ago.

All dried fruits in California are apparently on the slide, but there is no indication of a drop in Winnipeg, and will not be until the new crop arrives, which should be here in October. There should be a decline, then, of at least 1c per lb. Prunes especially will be affected.

The following are changes recently gone into effect:—Scott's Emulsion, small size, \$5.80 doz. Nerveline now \$2.35 doz. Shelled walnuts advance 4c per lb. Krackly Nut popcorn, \$2 per case. All brooms up \$1.30 per doz. Parisian blue now 16½d. Keen's mustard: ½'s 57c; 1's, 56c; 4's, \$1.30.

Considerable Buying Of Sugar In Winnipeg

Winnipeg.
SUGAR.—There is a feeling in certain quarters here that sugar is likely to go up again, as raws have been very high. On account of this there has been considerable buying during the past two or three days.

Advance Of 25c On Corn Syrup

Winnipeg.
SYRUPS.—New prices went into effect last week on corn syrup, advance amounting to 25c per case. New quotations appear below:

CORN SYRUP.		
Beehive and Crown—		
2-lb. tins, 2 doz. case, per case.....	4 98	
5-lb. tins, 1 doz. case, per case.....	5 38	
10-lb. tins, ½ doz. case, per case.....	6 11	
20-lb. tins, ¼ doz. case, per case.....	6 12	
White Clover and Lily White—		
2-lb. tins, 2 doz. case, per case.....	5 48	
5-lb. tins, 1 doz. case, per case.....	5 88	
10-lb. tins, ½ doz. case, per case.....	5 61	
20-lb. tins, ¼ doz. case, per case.....	5 62	
Barbadoes Molasses—		
In half barrels, per gal.....	0 85	
New Orleans Molasses—		
Blackstrap, half barrels, wood, per gal.	0 50	
ROGERS SYRUP.		
24 by 2 lbs. tins, case	4 10	
12 by 5 lb. tins, case	4 70	
6 by 10 lbs. tins, case	4 40	
3 by 20 lbs. tins, case	4 25	
12 by 3 lb., quart sealers	3 40	

Corn and Laundry Starch Advance 1c Lb.

Winnipeg.
STARCH.—There is an advance in starches of 1c per lb., both corn starch and laundry starch. The new price on Canada and Durham starches is now 11c for 1-lb. pkgs., 40 lbs. to a case.

New Prices On Dried Fruits Are Low

Winnipeg.
DRIED FRUITS.—A Winnipeg broker who has just returned from California states that the markets for new crop goods have opened up very low, and he thinks this is a good thing, as there is a big crop. He says that had the market been high, and the Association had guaranteed prices, they would have been given credit notes throughout the season. He reports the market on California prunes as being weaker, though stocks are very small there. Peaches, he says, are practically all gone. In Winnipeg, stocks of dried fruits are plentiful, although these were bought several months ago. Currants—Since this market opened, there has been an advance of several cents per lb., so that prices are very high. Buyers state, however, that there will be no relief even if Greek currants do come in, as ocean freight rates and war risk are very high.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	0 14	
Apples, 25-lb. boxes	0 14½	
Apples, 3-lb. cartons, each.....	0 46	
Pears, choice, 25's	0 15	
Apricots—		
Choice, 10's	0 25	
Peaches—		
Choice, 25-lb. boxes	0 12	
Choice, 10-lb. boxes	0 13	
Currants—		
Fresh cleaned, half cases.		
Australian, lb.	0 19	0 22

Dates—		
Hallowees, 68-lb. boxes.....	0 13	
Fards, box, 12 lbs.....	2 05	
Raisins, California—		
16 oz. fancy, seeded	0 11½	
16 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09½	
12 oz. choice, seeded	0 08¾	
Raisins, Muscatels—		
3 crown, loose, 25's	0 09¼	
3 crown, loose, 50's	0 09	
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.	0 10	
3 crown, loose, 10-lb. boxes.	0 10½	
Figs—		
Cooking, in mats	0 07½	
Mediterranean, 33-lb. mats.....	0 08½	
Prunes—		
90 to 100, 25's	0 10¼	0 11½
40 to 50, 25's	0 10¾	0 16¼
Peels—		
Orange, lb., 7-lb. boxes.....	0 22½	
Lemon, lb., 7-lb. boxes.....	0 21¼	
Citron, lb., 7-lb. boxes	0 25	

No Chance Of Cheaper Rice Just Now

Winnipeg.
RICE AND TAPIOCA.—A car of tapioca is expected in Winnipeg this week, but the present price will not be affected. This tapioca will sell around 12c. Commenting on the rice situation, a Winnipeg broker says he can see nothing else for it but a further advance on account of the freight situation.

Japan, No. 1, lb, 50-lb. sacks....	0 06¾
Japan, No. 2, lb.	0 05¼
Siam, lb.	0 05¼
Patna, lb.	0 06½
Tapioca, lb.	0 12
Sago, lb.	0 11

Split Peas Cost \$10.25; Lots Of Beans On Order

Winnipeg.
DRIED VEGETABLES.—There seems to be an enormous lot of Oriental beans on order from Western Canada, but there seems to be very little chance of getting these shipments through just now on account of the shipping situation in the Pacific. Some high premiums are being paid by firms willing to speculate. It is thought that these old beans are likely to come on the market in the fall when the new crop is due, resulting in an easy market. At present there is very little sign of white beans easing off. A car of Limas is arriving this week, which have cost three cents under previous price. These should sell to the trade around 17c. There is no let-up in the pea market. Split peas bought to-day would cost \$10.25 delivered in Winnipeg for 98's, whereas the retailer is paying less than that, around \$9.50.

White beans, bush.....	7 50
California Lima Beans—	
80-lb. sacks	0 17 0 20
Peas—	
Split peas, sack, 98 lbs.....	7 50 9 50
Whole green peas, bush.....	5 50
Whole yellow, bushel	3 75

Ordinary Peanuts 14½c; Jumbos Quoted 17½c

Winnipeg.
NUTS.—Two cars of shelled walnuts from France arrived here this week, which came rather as a surprise. These, however, did not affect the market much, jobbers still getting around 52c for shelled stuff. Peanuts have been advancing considerably lately, and quotations (Continued on page 43.)

FLOUR AND CEREALS

Flour Firm, Steady In Better Demand

Montreal.

FLOUR AND FEEDS.—Business in flour is better. Buyers have been more active of late, but there is still room for improvement. The situation is uncertain still. Effect of the fixing of the price of cash wheat at a maximum of \$2.40 per bushel for old crop is not entirely estimated as yet, and some ideas are around that the maximum is to apply to all wheat till further notice. At the \$2.40 price a slight further advance in flour would be justifiable in the opinion of some millers, but the market was not indicating an advancing trend at time of writing, although very firm. Some experienced opinion was being voiced to the effect that by the time new crop is in sight there may be a falling off in market strength, but this is not positively expressed. The tendencies of purchasers at present are still to hang off a little if possible evidently in expectation of lower prices. Still with news from some districts of the North-West to the effect that hot, dry winds have done harm, and that straw will be short in Saskatchewan, the element of uncertainty is more pronounced. Winter wheat has not responded entirely to the strengthening tone of the flour market last week when Manitoba first patents went to \$13, and shadings in price have been made. Business is reported quiet in winter wheat flour. In mill feeds business is active, and markets still strong as ever. Demand is good for mixed cars of feeds. Supplies are not at all abundant. Prices are firmer.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 00	13 20
Second patents	12 50	12 70
Strong bakers	12 30	12 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90%, in wood	12 25	12 35
90%, in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 90

Cereals Are Finding Firming Tendencies

Montreal.

CEREALS.—The market for all cereals, and especially the corn-based cereals is very firm. Cracked corn has advanced 25 cents to \$6.75 per 98-lb. bag. The market for corn was never so high in the experience of many connected with trade. This is due entirely to shortage of supply it is said. Teco pancake and buckwheat flour has advanced to \$3.90 from \$3 per case of 30 square packages. An interesting decline, however, is that of

cream of wheat, which having risen to \$9 a case has returned down the scale to \$7.50 per case. Oats have shown firming tendencies and oatmeal may advance. Rolled oats are also likely to be firmer, and these are in fair demand for the season.

Barley, pearl, 98 lbs.....	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.....	5 50	6 00
Graham flour, 98 lbs.		6 25
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.....	5 25	5 50
Peas, Canadian, boiling, bush....		5 00
Split peas	11 00	11 25
Rolled oats, 90-lb. bags.....	4 50	4 75
Whole wheat flour, 98 lbs.		6 25
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		6 50

Future Wheat Shows Strength

Toronto.

FLOUR.—There was an increasingly strong market for future wheat quotations during the week, the October option showing a net increase of 29½¢ during the week, and is now very near the price on cash wheat. On Tuesday of last week the October option closed at \$2 per bushel at Winnipeg, and on Tuesday of the present week it was \$2.29½. Cash wheat, on the other hand, held almost stationary during the week, on Tuesday of last week being at \$2.40 per bushel, and on Tuesday of the present week at the same figure. On Thursday and Friday of last week, however, it reached \$2.48. Bullish crop reports came from Western Canada and North Dakota during the week, due to the continued hot and dry weather. Tuesday reports came in that the drouth had been broken, and this put the market in easier tone. The market in the United States rose steadily owing to the improved outlook for the establishment of a minimum price of \$2 for wheat in that country. This had its effect on the Canadian wheat prices. In view of this situation flour is in a fairly strong position. Prices were unchanged during the week. A much better demand for flour is noted, as millers state people have held off in their purchases as long as they could, waiting to see how the market would settle. Dealers in consequence have asked in some instances that their shipments be advanced. Ontario flour held fairly steady during the week, with an advance of 30¢ from the lower levels.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 90	\$13 10
Second patents	12 40	12 60
Strong bakers	12 20	12 40
Ontario Winter Wheat Flour—		
High patents	12.00- 12.20	12.20- 12.40
Second patents	11.60- 11.80	11.80- 12.00

Strong Demand For Rolled Oats Develops

Toronto.

CEREALS.—There was a very strong market for all corn products during the week, due to the high price for the grain in the United States, and furthermore to the practical inability of some Canadian millers to get supplies. Some concerns are unable to mill further supplies of cornmeal, due to this lack of a corn supply. There was a generally higher market by 15¢ per bag. Farina was also higher by 15¢. Rolled oats were quoted from \$4.60 to \$4.70 per bag, with a strong demand, particularly for export. Wheatlets were higher in sympathy with the higher market on flour, as noted last week.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	7 50
Barley, pot, 98 lbs.	5 00	5 50
Buckwheat flour, 98 lbs.....	5 75	6 50
Corn flour, 98 lbs.	6 00	6 40
Cornmeal, yellow, 98 lbs.....	5 50	5 65
Farina, 98 lbs.	6 45	6 50
Graham flour, 98 lbs.	6 00	6 25
Hominy, grits, 98 lbs.		6 75
Hominy, pearl, 98 lbs.		6 75
Oatmeal, 98 lbs.	5 25	5 60
Rolled oats, 90-lb. bags.....	4 60	4 70
Rolled wheat, 100-lb. bbls.....	6 50	6 75
Wheatlets, 98 lbs.	6 45	6 50
Peas, yellow, split, 98 lbs.....	10 25	10 50
Blue Peas, lb.	0 10	0 12

Above prices give the range of quotation to the retail trade.

Export Inquiry On Millfeeds Keeps Up

Toronto.

MILL FEEDS.—There is still a good inquiry for bran and shorts from the United States, one mill stating they already have more orders under contract from that quarter than they can take care of for the next three or four weeks. Lower quotations on bran and special middlings disappeared quite generally during the week, and are quoted firm at the high prices of last week.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35 00	\$37 00
Shorts	40 00	42 00
Special middlings....	50 00	52 00
Feed flour, per bag.		3.05-3.70

Flour Declined Again; Bran And Shorts Up

Winnipeg.

FLOUR AND CEREALS.—Early this week first patents were quoted at \$13.00 per bbl. This was the second advance of 50¢ per bbl. inside of a week. It declined to \$12 per barrel, however, on Tuesday of this week. Wheat jumped from 2.26, (which was the price quoted when flour was \$12.00) to 2.50 last weekend, thus the advance in wheat

was around 25c. Some people are of the opinion that the rather unfavorable crop reports is the reason for this change; other people are not of the same opinion. Domestic flour business has been very good, especially in Western Canada. This was expected, as stocks were getting low in country stores. Rolled Oats.—There has been an advance to \$4.00 for 80 lb. sacks owing to the advance in oats, besides the fact that oats has advanced continually, milling oats is scarce, and consequently millers are paying a premium for oats of milling quality. All mills are considerably oversold on rolled oats. Packages are expected to remain around \$4.75 per case. Feeds.—Bran is quoted at \$32, and shorts \$37, being an advance of \$5 in each case. Bran at \$32 is now somewhere near the price that can be realized for export to the United States. Canadian millers prefer to look after their home market however. Shorts is still in demand in Eastern Canada, and Canadian millers have none to export.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90
Cereals—	
Rolled oats, 80's	4 00
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	32 00
Shorts, per ton	37 00
Mixed chop, ton	50 00

BEVERAGES BY THE CASE

(Continued from page 28.)

substantial profits. There is not an enormous profit to be made on each sale. It stands to reason that this could not be, for the goods themselves are inexpensive. That will at once do away with the argument, that the stores like those mentioned above have a special opportunity for disposing of these goods. Why these are not the luxuries of the wealthy, they are the common pleasures of the poor man. Practically any family can afford to purchase these goods. Even the case of ginger ale is not a large item on the bill. You can talk these goods to anyone.

Encourage your customers to keep a stock ahead, for small gatherings, for the unexpected occasion when just some such thing is required, for the refreshment of the family after a hot day. There are plenty of arguments for those who want to spend a moment pondering the matter.

TURNOVER, MARGINS, SYSTEMS

(Continued from page 26.)

and pound it in by constant prodding.

None of us can keep only fast sellers; but in our town we have done much to offset the evil of being "just out" by practising inter-trading. We buy of each other so constantly that now it is a matter of course for clerks to travel from one store to another daily or oftener. Thus many slow-moving items are carried in light supply in every store. That is practical co-operation—not?

The sixth reason, buying for less on future contract, is the one which catches most of us. It is a tangible reason, worth while in some cases; but it has been sadly overworked and wholesome reaction is about due.

But the last paragraph hardly will bear examination. Money tied up in merchandise is not "working." Better put \$1,000 or more into 4½ per cent. to 5 per cent. bonds and borrow against them when in need of funds. That really is keeping the money working ALL THE TIME.

Mostly Mr. Lewis' letter is solid and sound; and it will repay anybody to read it several times carefully. I shall quote more in the near future.



MANITOBA MARKETS

(Continued from page 41.)

are to-day 14½c for ordinary peanuts and 17½c for Jumbos, roasted in both cases.

Nuts—In Shells—	
Almonds, Tarragano (soft shell, lb....	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 19
Filberts, genuine Sicily, lb.....	0 18½
Peanuts—Virginia—	
Choice roasted, fresh, lb.	0 14½
Fancy roasted, fresh, lb.	0 15½
Jumbo roasted, fresh, lb.	0 17½
Walnuts, French Marbots, lb.....	0 14½
Walnuts, Manchurian (Jap.), lb.....	0 13½

NUTS—SHELLED.

Spanish Valencia Almonds—	
In 28-lb. boxes, lb.....	0 41
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.....	0 48
Spanish Shelled Peanuts—	
No. 1 Spanish peanuts, lb.....	0 14½

Falling Off In Japan Tea Shipments

Winnipeg.

TEA.—A representative of a Japanese house in Winnipeg has received the following report from the Tea Association regarding the first May picking: "Up to June 30, 4,750,000 lbs. of tea have been shipped, as against 7,400,000 lbs. last year up to July 11; up to July 10, 1915, 15,000,000 lbs.; thus this year's shipments are small compared with those of the last two years."

Anxiety Over Run Of Salmon In B.C.

Winnipeg.

CANNED GOODS.—A local broker, who has recently returned from B. C., states that the situation as regards salmon does not look good, the run having been rather discouraging; however, as the run at that time had only just started, there was still quite a lot of time yet, and everything depends on the run.

A local house has advised its customers as follows:—"Tomatoes—Our buyer reports tomato plants very backward; farmers have been unable to cultivate on account of wet weather; the plants show no sign of blossoming, which means that the season is at least a month behind. Corn—Our buyer reports very backward weather conditions, affecting corn unfavorably, and unless some warm weather comes immediately, the crop of corn

will not be 50 per cent. of normal. Beans—Our buyer reports that the same conditions affecting corn applies to the bean crop. Peas—Our buyer reports indications at the present time point to a very fair crop, but the weather must become more settled if the packers are going to be able to pack their requirements; the season is fully three weeks late. Raspberries—Our buyer reports if the weather becomes warm, the crop should be very good, but it all depends on the weather.

"Stocks of canned vegetables and fruits are very low, and in the East most retailers are buying to take care of their summer and fall requirements. Some even are buying ahead to cover their early winter needs. We fully expect that there will be a shortage between cleaning up old pack goods and the arrival of the new pack."

The following are typical quotations:

Corn, American, 2s, 2 doz. case.....	3 25
Peas, Can., good color, 2s, 2 doz. case...	2 55
Tomatoes, American pack, 3s, 2 doz. case.	4 40
Tomatoes, American pack, 2s, 2 doz. case	3 20

Coffee Market Excited; Tendency Downward

Winnipeg.

COFFEE.—The market has been in a most excited state during the past week. Rios No. 7, being quoted all the way from \$8.80 to \$9.25 in New York. The tendency, however, seems to be downward. There is some talk of the Brazilian Government imposing an export duty on coffee if that country enters the war seriously.



PRODUCE AND PROVISIONS

(Continued from page 46.)

high as 35c has been paid for straight receipt stock, moulds and culls out. Apparently these prices are entirely on the speculative basis as markets do not warrant such levels. Cheese.—In view of Government control of prices, there has been practically no change. Ontario cheese is selling to the trade at 24-24½c. Manitoba cheese is costing 20¾-21c, and is selling to the trade at 22½-23c.

Hams—	
Light, lb.	0 30
Medium, per lb.	0 28
Heavy, per lb.	0 26
Bacon—	
Breakfast, per lb.	0 33
Breakfast, select, lb.	0 33
Backs, regular	0 32
Backs, select, per lb.....	0 34
Dry Salt Meats—	
Long clear bacon, light.....	0 25
Backs	0 26
Barrelled Pork—	
Mess pork, bbl.	45 00
Lard, Pure—	
Tierces	0 27
20s	5 70
Cases, 5s	16 72
Cases, 3s	16 80
Lard, Compound—	
Tierces	0 21½
Tubs, 50s, net	10 78
Pails, 20s, net	4 50
Fresh Eggs—	
New laids	0 28
Cheese—	
Ontario, large fresh	0 24
Manitoba, large, fresh	0 22½
Butter—	
Fresh made creamery, No. 1	
cartons	0 35
Fresh made creamery, No. 2.....	0 34

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, July 24.—The wholesale business during past week has been very quiet as retailers are only taking their actual requirements from day to day. Sugar, considering the preserving season that is now on, is very sluggish. Contemplated advances in spices have not yet been made effective. Teas and coffee are in weaker tone. Cocoa is selling better. There is a heavy demand for lard, but butter is in weak demand. Eggs are likely to advance to higher levels in the near future. Flour is lower in price, but as yet there has been no decline in the price of bread. New potatoes are quoted at \$40 to \$95 per ton. Flour is now quoted on the basis of \$12.50 per barrel.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.	8 93	
Flour, first patents, Manitoba, per per bbl., in car lots	12 50	
Salmon, Sockeye, 1-lb. talls, per case 4 doz.		
Rice, Siam, No. 1	130 00	
Do., Siam, No. 2	110 00	
Beans, Japanese, per lb.	0 12½	
Beans, B.C., white	0 16	
Potatoes, new, per lb.	0 02½	0 03
Potatoes, per ton	40 00	95 00
Lard, pure, in 400-lb. tierces, lb.	0 26½	
Butter, fresh made creamery, lb.	0 42	
Eggs, new-laid, incartons, doz.	0 42	
Cheese, new, large, per lb.	0 25	

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, July 24.—Flour advanced 50c. per barrel during week end, but dropped \$1 per barrel to-day, which decline is evidently due to some other cause than the condition in the wheat market. Quotations are now made on the basis of \$12.10 per barrel. Rolled oats advanced 20c. for 80s, making the price now \$4.30. Corn syrup has advanced 20c. per case and Rogers' syrup has been increased 75c. per case. Corn starch and laundry starches have all been advanced 1c. per pound. Newlaid eggs are now \$10 to \$11 per case, which is an increase of \$1. Smoked meats are down ½c. per pound quite generally. Creamery butter is quoted at 40c. and dairy at 27. Small white beans are selling at 14c to 15c. per pound. Ontario peaches, 2s, are quoted at \$4.75 per case. An advance locally on the price of rice is highly probable.

CALGARY:		
Beans, small white, Japan, lb.	0 14	0 15

Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s	4 30	
Rice, Siam, cwt.	5 65	
Tapioca, lb.	0 11	
Sago, lb.	0 12	
Sugar, pure cane, granulated, cwt.	9 55	
Cheese, No. 1 Ontario, large	0 25	
Butter, creamery, lb.	0 40	
Do., dairy, lb.	0 27	
Lard, pure, 3s, per case	16 80	
Eggs, new laid, case	9 00	10 00
Tomatoes, 2½s, standard case	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case	2 95	
Apples, gals., Ontario, case	2 55	2 80
Strawberries, 2s, Ontario, case	5 25	5 60
Raspberries, 2s, Ontario, case	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75	
Lemons, case	9 00	
Salmon, pink, tall, case	7 25	

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., July 24.—After the recent flurry, caused by the fear of being caught with stocks, an actual scarcity of potatoes is making itself felt, with a resulting rise in price. During the week quotations jumped \$5 to \$7.50, and offers of \$8 and \$9 per barrel have been made with no response. There has been a 50c increase in the price of flour, which makes the price now \$13.90 for Manitoba and \$13.35 for Ontario. Compound lard is easier at 21¼c to 21½c per pound. California oranges are cheaper at \$4.50 to \$5.50, and Texas onions are easier at \$2.50 to \$3. Cucumbers are also down to \$6 to \$7 per bushel, a decline of \$1 to \$1.50. With starting of haying season trade in New Brunswick enters upon quietest time of year, but with business keeping well up to usual standard for this period.

Flour, No. 1 patents, bbls., Man.	13 90	
Ontario	13 35	
Cornmeal, gran., bbls.	11 00	
Cornmeal, ordinary, bags	3 90	
Molasses, extra fancy, gal.	0 70	0 71
Rolled oats, bbl.	10 00	
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	7 50	8 00
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 25	8 30
No. 1 yellow	7 75	7 80
Paris lumps	9 50	10 00
Cheese, N.B., twins	0 22½	0 23
Eggs, new-laid	0 34	
Eggs, case	0 29	0 30
Breakfast bacon	0 33	0 35
Butter, dairy, per lb.	0 32	0 34
Butter, tub	0 30	0 32
Lard, pure, lb.	0 28¼	0 28½
Lard, compound	0 21¼	0 21½
American clear pork	52 00	55 00
Beef, corned, ls	4 25	
Tomatoes, 3s, standard, case	4 70	
Corn, 2s, standard case	3 80	
Peas, 2s, standard case	2 80	
Apples, gals., N.B., doz.	3 50	
Strawberries, 2s, Ont., case	5 00	

Raspberries, 2s, Ont., case	5 40	
Peaches, 2s, Ontario, case	4 30	
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 50	7 00
Salmon, Cohoes, case	9 75	10 00
Salmon, Chums	5 75	6 00
Sardines, domestic, case		6 00
Cream tartar	0 58	0 60
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12½	
Raisins, fancy, lb.	0 12½	
Raisins, seedless, lb.	0 15	
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon	0 28	0 30
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.		0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	7 50
Lemons, Cal., box		7 50
Oranges, Cal., box	4 50	5 50
Strawberries, crate, per box		0 08
Pears, Cal.	4 50	5 00
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 25	2 75
Grapefruit, per case	6 00	7 00
Potatoes, bbl.		7 50
Onions, Texas	2 50	3 00
Onions, Bermuda, crate	2 25	2 50
Tomatoes, Bermuda		5 00
Cucumbers, doz.		1 25
Cucumbers, per bush.	6 00	7 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, July 24. — Rains are badly needed throughout Saskatchewan. The weather has been very hot for past week. Markets on the whole were quiet during the week with fewer changes than usual to report. Rolled oats in bails have advanced to \$4.60. Sugar has advanced 15c. and is now quoted at \$9.39. Eggs have declined to 28c. per dozen. Canned pineapples are quoted firm at \$4.75 to \$5.35. Canned tomatoes are lower at \$4.50. Laundry starch and cornstarch has been advanced 1c. per pound.

REGINA—

Beans, small white Japan, bu.	7 15	
Beans, Lima, per lb.	0 22	
Flour, No. 1 pats., 98s, per bbl.	12 00	12 80
Molasses, extra fancy, gal.		0 71
Rolled oats, bails		4 60
Rice, Siam, cwt.		5 85
Sago and tapioca, lb.		0 13½
Bacon, smoked backs, lb.		0 30½
Bacon, smoked, sides, lb.		0 30
Sugar, pure cane, gran., cwt.		9 39
Cheese, No. 1 Ontario, large		0 25
Butter, creamery, lb.		0 40
Lard, pure, 3s, per case		16 50
Bacon, smoked sides, lb.		0 32
Bacon, smoked backs, lb.		0 30
Eggs, new-laid		0 28
Pineapples, case	4 75	5 35
Tomatoes, 3s, standard case		4 50
Corn, 2s, standard, case		3 75
Peas, 2s, standard, case		2 95
Apples, gals., Ontario		2 35
Strawberries, 2s, Ont., case		5 15
Raspberries, 2s, Ont., case		5 45
Peaches, 2s, Ontario, case		3 75
Salmon, finest sockeye, tall, case		13 50
Salmon, pink, tall, case		7 75
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

PRODUCE AND PROVISIONS

Cooked Meats and Bacon in Demand

Montreal.

PROVISIONS.—Hot weather has had a depressing effect on demand for meats, with the exception of the cooked meats. Demand for smoked ham, breakfast bacon, and all the cooked meats is reported to be exceptionally good. Prices are being well maintained. The market for pure lard is a little lower, due to increase in supplies, and on account of hot weather reduction in demand. Demand for lard and shortening is a little lessened now, as the housewife evidently does not like cooking during the warm weather. Live hogs are arriving in good supply and fair condition, and were selling at \$16.50 per 100 pounds. Dressed hogs were selling for \$22.75 and \$23 per 100 pounds.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 25½	
Tubs, 60 lbs.	0 25¾	
Pails	0 26	
Bricks, 1 lb., per lb.	0 27	
Shortening—		
Tierces, 400 lbs., per lb.	0 22¼	
Tubs, 50 lbs.	0 22½	
Pails, 20 lbs., per lb.	0 23¼	
Bricks, 1 lb., per lb.	0 23½	

Better Deliveries Of Poultry Noted

Montreal.

POULTRY.—Deliveries of live poultry are increasing. This is particularly true of old fowls, young chickens, and ducklings. Quality of supplies is fair. Dealers are discouraging as much as possible the sending in of birds to the market unless they are properly fattened. Demand for cold storage poultry is a good deal better at present, and if the two meatless days per week, which are likely to be recommended by the Food Controller, materialize, this will mean a better demand for eggs, poultry and fish. Prices of poultry show some advances this week.

Poultry—		
	Dressed	Live
Old fowls	0 21	0 22
Chickens, milk-fed, crate, fattened, lb.	0 25	0 26
Old roosters	0 16	0 14

Roasting chickens	0 28
Young ducks	0 25
Turkeys (old toms), lb.	0 31

Egg Prices Advance In Country and City

Montreal.

EGGS.—The market during the past week has shown a wide variation in prices. Prices in the country have jumped from 30c and 31c to 34c and 35c, and in some cases even as high as 36c has been paid for fresh gathered eggs. Dealers are still having the eggs forwarded by express owing to the slow freight transportation, and also to the hot weather. Demand for eggs for export is beginning. Some few shipments are going forward of eggs which were sold a couple of weeks ago, but to-day very few fresh receipts can be sold, as supply in the country is almost cut in half, and in Montreal there are not more than enough eggs coming forward to supply daily needs. It is understood that a few sales of Canadian eggs have been made for fall shipment, and inquiries for these are now numerous. Receipts for the week ending July 21 were 2,000 below last week's, and 14,000 less than the corresponding week last year.

Eggs—

New laid, specials	0 44	0 47
Selects	0 40	0 44
No. 1's	0 37	0 40
No. 2's	0 34	0 36

Cheese Prices Show Declining Trend

Montreal.

CHEESE.—While the market for cheese in the country continues to be steady, with only minor fluctuations due to local conditions here and there the price of cheese to the retailer has declined a little this week. The market at present as fixed by the Imperial Commissioners is favorable to the making of cheese rather than butter, and farmers are making their milk into cheese. Local demand is moderate, the bulk of the cheese being made for export. Large stocks of cheese ordered for export are accumulating in Montreal awaiting shipment. Ships are said to be coming for the cargoes in course, and manufacture proceeds unretarded. Receipts in Montreal for the week ending Saturday, July 21, were some 8,000 boxes ahead of receipts for the corresponding period in 1916.

Cheese—

Large (new), per lb.	0 22	0 22½
New twins, per lb.	0 22	0 22½
Triplets, per lb.	0 22½	
Stilton, per lb.	0 25	
Fancy, old cheese, per lb.	0 30	

Butter Market Is Stronger in Tone

Montreal.

BUTTER.—Decline is noticed in the production of butter in the country, as judged by receipts in Montreal. Receipts for the week ending July 21 were 2,000 pkgs. less than in the previous week, and 11,000 less than a month ago, while they are 8,000 less than for the corresponding week last year. This is probably due to the concentration of the producers on cheese rather than butter. Factories not finding it convenient to manufacture cheese are taking care of the butter production at present. Prices are firm this week, and with good local demand a steady or even stronger market is anticipated. An outside buyer at Cowansville last week paid 35½c for creamery butter. This strength of market may not maintain, however, though it shows the tone.

Butter—

Creamery prints (fresh made).	0 37	0 37½
Creamery solids (fresh made).	0 36½	0 37
Dairy prints, choice, lb.	0 33	0 35
Dairy, in tubs (choice)	0 32	
Bakers	0 30	

Honey Production Prospects Good

Montreal.

HONEY AND MAPLE.—Demand for maple products continues good, exceptionally good, for the season, and considering the hot weather. Supplies will be low before next season's production begins. No estimates of the probable honey crop are available with any certainty yet, but with the conditions in the main favorable, a good crop is looked for.

Honey—

Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	
Clover, 5-10 lb. tins, per lb.	0 15½	
Clover, 60-lb. tins.	0 14½	
Comb, per section	0 18	0 19

Maple Product—

Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Lard Is Down; Meats Are Lower

Toronto

PROVISIONS.—There was a decidedly easier tone to the market for lard during the week with a decline of 1½c per pound noted on the part of some of the large dealers. Lower prices came by way of endeavoring to stir up trade now that the summer quietness is on. There was quite a little business booked at the lower prices, but not as heavy as the dealers anticipated. The opinion is expressed that with the decline during the past week the lard market is more near-

ly to a normal condition, and that a steady situation is expected for some little time. The demand for smoked meats has not been active during the week, and prices have receded from $\frac{1}{2}$ c to 1c per pound in an endeavor to induce business. Smoked hams were down from $\frac{1}{2}$ c on medium, while large hams were down 1c. Plain backs and boneless backs were also down 1c. Bacon held steady in price. The demand for boiled and roast hams is developing very satisfactorily, and prices were quoted up $\frac{1}{2}$ c to 1c per pound on boiled and roast hams, and 1c per pound on roast shoulders. The demand for long clear bacon is stated to be somewhat unusual, as a large number of inquiries are coming in for this commodity. Business with the lumber camps in the Maritime Provinces still keeps up on barrel pork. Some wholesalers in Northern Ontario have also been in the market. Provision dealers are looking forward to a good business from now on. Live hogs were down 75c per hundred during the week, being quoted at \$15.25 for fed and watered. There were fairly heavy arrivals during the past week. In compound lard there was a slightly wider spread during the week in the desire to stir up business.

Hams—

Medium, per lb.	0 29	0 31
Large, per lb.	0 24	0 26

Backs—

Plain 0 30	0 40 $\frac{1}{2}$
Boneless, per lb.	0 38 0 40

Bacon—

Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 27 $\frac{1}{2}$	0 28 $\frac{1}{2}$
Wiltshire (smoked), per lb.	0 28	0 31

Dry Salt Meats—

Long clear bacon 0 26	0 26 $\frac{1}{2}$
Fat backs, lb.	0 25 0 27

Cooked Meats—

Hams, boiled, per lb.	0 39 $\frac{1}{2}$	0 41 $\frac{1}{2}$
Hams, roast, per lb.	0 43	0 45
Shoulders, roast, per lb.	0 40	0 42

Barrel Pork—

Mess pork, 200 lbs.	47 50	48 00
Short cut backs, bbl., 200 lbs.		50 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00

Lard

Pure tierces, 400 lbs., per lb.	0 24	0 26 $\frac{1}{4}$
Compound tierces, 400 lbs., lb.	0 21 $\frac{1}{4}$	0 22
In 60-lb. tubs, $\frac{1}{4}$ c higher than tierces; pails, $\frac{1}{2}$ c higher than tierces, and 1-lb. prints, $\frac{1}{4}$ c higher than tierces.		

Hogs—

Dressed, abattoir killed 23 00	24 00
Live, off cars 15 50	
Live, fed and watered 15 25	
Live, f.o.b. 14 65	

Butter Market in Fairly Strong Tone

Toronto

BUTTER.—There was a fairly strong tone to the butter market during the week, but prices held in a stationary position. There continue to be a good supply of butter coming forward, but consumption is good and butter is finding a ready market. Conditions in the country are approaching the season when production will not be as heavy. It is a little early yet to talk of pastures drying up, but with a continuation of recent hot days this is a possibility in the not distant future. Farmers have already commenced to feed more bran to their cattle which is a very good sign that they are

endeavoring to keep production up with extra feed.

Creamery prints, fresh made...	0 37	0 38
Creamery solids	0 36	0 37
Dairy prints, choice, lb.	0 34	0 37
Dairy prints, lb.	0 32	0 34

Eggs Advance 2c Dozen During Week

Toronto

EGGS.—There is a generally lighter production of eggs throughout the province now that the hot weather is on. With the few very warm days of the past week eggs have not kept so well, and this has helped to raise prices for the strictly fresh variety. Eggs in cases are quoted at 40c per dozen, and in cartons at 42c to 43c per dozen. It is expected that production will continue to be down until the hens take fresh heart at laying about the time they are able to pick grain from the fields after the crop has been harvested. This will be some time next month, as harvest is later this year than usual.

Eggs—

New laid, cartons	0 42	0 43
New laid, ex-cartons		0 40

Cheese Market Is Still in Steady Tone

Toronto

CHEESE.—There was practically little of interest in the cheese market during the week, as the market continued in the same steady position that it has for weeks past. The situation is dominated by the price the Government is willing to pay for export and the local market is governed accordingly. This is one of the commodities that has been effectually regulated by the amount the largest purchaser is willing to pay for the commodity. New large is being quoted at 22 $\frac{1}{4}$ c to 23c per pound.

Cheese—

New, large	0 22 $\frac{1}{4}$	0 23
Old, large	0 29	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 24	0 25

Spring Chickens Are Developing Better

Toronto

POULTRY.—Now that the spring chickens are getting well along toward the fall months, they are showing better size and filling out better. With the cutting of the hay they will have a better chance to pick grasshoppers, and this will be a good stop-gap until they get on the grain fields after the crop has been harvested next month. When they are able to pick the shelled grain from the fields it is anticipated they will put on more real solid flesh. Demand for chickens has been fairly good during the week. Prices remained unchanged.

Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 16	0 18
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 15	0 22
Do., dressed, 2 lbs. and over..	0 20	0 30
Squabs, dozen		4 00

Prices are those paid at Toronto by commission men.

Condition of New Honey Crop is Still in Doubt

Toronto

HONEY, MAPLE SYRUP.—Nothing very definite has reached the local market with respect to the condition of the new crop honey. One large dealer in the Niagara district reported that the honey crop is likely to be a light one. Whether this is general remains to be seen. With conditions quite similar to those of last year the opinion is expressed by some commission men that the crop should stand equally good prospects. During the past few days there has been abundant sunlight to give the white clover plenty of nectar. Ontario bees depend almost entirely on the white clover for their honey, as the red clover blossom is too long in the stem of the flower to allow the bees to get to the bottom of the cell and extract the honey. Attempts have been made to cross the local bees with a variety that has longer mandibles, but as yet this has not met with much success. There is a great source of honey supply in the red clover, which would at least double the present yield if a type of bee could be secured that would be able to extract the honey. Locally prices remained unchanged except on comb honey, which in certain quarters was quoted slightly higher.

Honey—

Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13 $\frac{1}{2}$	0 14
Comb, No. 1, doz.	2 30	2 50
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

Good Hogs Plentiful; Lard Expected To Decline

Winnipeg.

PRODUCE AND PROVISIONS.—In sympathy with all Eastern markets, the price of hogs has declined from \$15.25 to \$14.50-\$14.65, with a weak undertone still. Receipts are liberal for this time of the year, and generally speaking, the quality is good, as against the light, unfinished stock coming into Chicago markets. Previous prices are unchanged. Lard is weaker, and this is the first time that lard has shown a tendency to decline for many months. While there was no change at the time of writing, a decline of one or two cents per lb. was expected. Eggs.—Receipts have fallen off, and with similar conditions in the East, and consequent enquiry from that source, the local market is firmer, prices paid to the country varying according to locality from 25c to 27c. Dealers in Winnipeg are paying around 28c for candled stock. Creamery Butter.—Prices to the trade are unchanged, but the jobbing market is firmer, and sales of No. 1 Government graded stock are reported to have been made at 36c. Some of the trade seem to think that this price is absolutely unwarranted in view of Eastern markets. They say that our market should be getting lower instead of higher. Dairy Butter.—Prices have been running wild, and it is reported that as:

(Continued on page 43.)

Lantic Sugar Advertising Campaign Stimulates Sales



We have encouraged the housewife through our advertising to put up more fruit this year than ever, and proved conclusively that home preserving is a National Service economy.

This means more sales not only of sugar for you but also fruits, jars, jar rings, spices, etc.

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Lantic Sugar is the best for Preserving.

ATLANTIC SUGAR REFINERIES, LIMITED
Montreal, Que.

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Sunset Soap Dyes

it usually means a sale. And these wonderful home-dyes give such splendid satisfaction that the woman who tries one cake is sure to want more. Display a box of Sunset Soap Dyes on your counter and notice the quick interest it attracts.

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Write for prices and discounts to

Canadian Distributors: HAROLD F. RITCHIE & CO., LTD., Toronto, Ontario
Manufactured by Sunset Soap Dye Co., Inc., New Rochelle, N.Y.

If any advertisement interests you, tear it out now and place with letters to be answered.

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Let us send you a case or two with attention-winning window displays to help you make the suggestion to your customers.

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D. W. ROSS COMPANY

AGENTS

MONTREAL

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Etc.
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SAUCE

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Scours
and
Polishes
Baths
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and
All
Enamel
Ware.



Mr. Merchant:



Note the name and
the package.

You will stock this line
some time. Why not now?

Manufactured by

THE B & L MFG., CO. Ltd.

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BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the
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A Profitable Line

at any time of the year, but more particularly so dur-
ing the warm weather, is the famous

Hop Malt Beer Extract

By using this your customers can make genuine lager
beer in his own home. No license required to sell. It
conforms strictly to the Temperance Acts of all provinces.
Write for full details of this splendid, money-making
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CLIMAX
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"Turn Waste Paper,
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Write us to-day.

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Col. MacLean was in Germany When War Broke Out

HOW he got out, what he saw, heard, learned and concluded, he tells in the August number of MACLEAN'S MAGAZINE. Colonel MacLean knows Europe thoroughly. He knows high-up men in all the great political and commercial capitals of Europe — diplomats, bankers and great merchants. These men told him freely and plainly many startling things about Germany and her intentions.

In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will

find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidance by Canada and her people.

MacLean's for August Is a Midsummer Number

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

The Dangers Ahead. By John Bayne MacLean.
The Menace of Canadian Titles. By Joseph Martin, M.P.P.
Rev. C. A. Eaton—A Canadian Who Speaks Out. By Beatrice Redpath.
Frenzied Fiction for the Dog Days—(Done by the Dipperful.) By Stephen Leacock.
The Human Side of Conscription. By H. F. Gadsby.
Winning the War in the Air. By Agnes C. Laut.
A Circus Story. By L. B. Yates.
Mam'selle Butterfly. By Arthur Beverly Baxter.
The Captain of the Susan Drew. By Jack London.
An Andy Doolin Yarn. By Hopkins Moorhouse.
A Detective Story. By Robert E. Pinkerton.
The Gun Brand. By Jas. B. Hendryx.
Canada's First Woman Member.
Economy in Preserving and Canning.
Women and Their Work—A New Department. Review of Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the Saturday Evening Post.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

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Use the JB. Combination Slicing Machine

Slices quickly and easily, and in any thickness desired.

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A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

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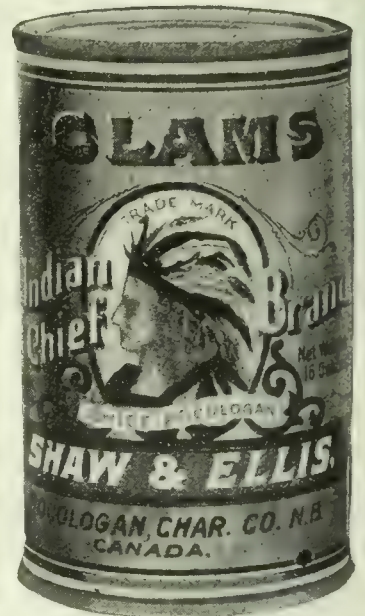


Just the thing for the hot weather INDIAN CHIEF BRAND CLAMS

Tell the housewife about the hot weather advantages of these delicious and wholesome sea foods.

The fact that they are already cooked and require no boiling, will immediately appeal to her. And you can positively guarantee every can of Indian Chief Brand to be perfect, fresh and of highest quality.

Ask your jobber for a trial supply.



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SARDINES** (STYLED
SMOKED)
SILD

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



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Apply: STANDARD IMPORTS, LIMITED, Montreal

Big Profits follow displays of MARSH Grape Juice



Keep a few bottles always before the notice of your customers. Every sale is a repeat and a profit builder.

The Marsh Grape Juice Company

Niagara Falls - Ontario

Ontario Agents:
MacLaren Imperial
Cheese Company
Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



If she likes the best suggest Royal Acadia Sugar

Pure and sweet, a sugar that will satisfy the most particular housewife. Dealers can unhesitatingly recommend Royal Acadia—it will bear out the strongest recommendation given.

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Hamilton, Canada

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—Mowat & McGeachy. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

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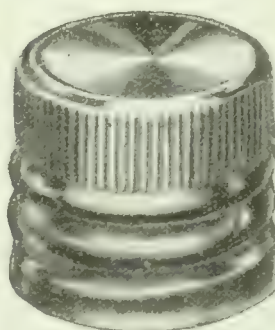
They're neat, good-looking and serviceable—no better to be had. Note our lines:

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The importance of a screw cap in being the only "clean to handle" and efficient device yet offered for protecting the quality of catsup in the opened bottles, justifies the greatest care in its selection.

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For prices, etc., apply

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Their sales-getting, satisfaction-giving qualities have been proven beyond doubt and dealers will make no mistake in keeping a display constantly working in windows and sales counter.

See what lines you require from the following list of sellers:

1/4 Oil Sardines
 1/4 Mustard Sardines
 Finnan Haddies
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 Kipperd Herring
 Herring in Tomato Sauce
 Clams
 Scallops

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Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2 1/2-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
 Guaranteed Fresh Fruit and
 Pure Sugar Only.

Screw Vac top Glass Jars 16 oz.
 glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure.....	\$1 75
1/2 Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
 Quaker.

	Per doz.
Individual Baked Beans, Plain	
85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
30's Tin or Wood, one pail crate, per lb.	14 1/2

BLUE

Keen's Oxford, per lb.....	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

CEREALS

	Per case
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, 1/2-lb. tins, doz...	2.45
Perfection, 1/4-lb. tins, doz....	1.35
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36

"It's all Right"



Comfort Lye

is in ever-increasing demand

Nothing stronger or purer.

Powdered and perfumed.



Single case lots, \$4.35 per case.

Three case lots, \$4.30 per case, freight pre-paid.

Five case lots, \$4.25 per case, freight prepaid.

Ten case lots, \$4.20 per case, freight prepaid.

Comfort Lye sells readily and affords the Dealer a good profit. Send us your order.

Like our other Products, Comfort Lye carries a premium coupon for the customer.

Pugsley, Dingman & Co., Limited
TORONTO

Purchase through your jobber or direct from us.



We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.

ROLLED BACON

Sugar Cured, Boneless,
nice fresh goods and
low in price.

*Let us have a sample
order from you.*

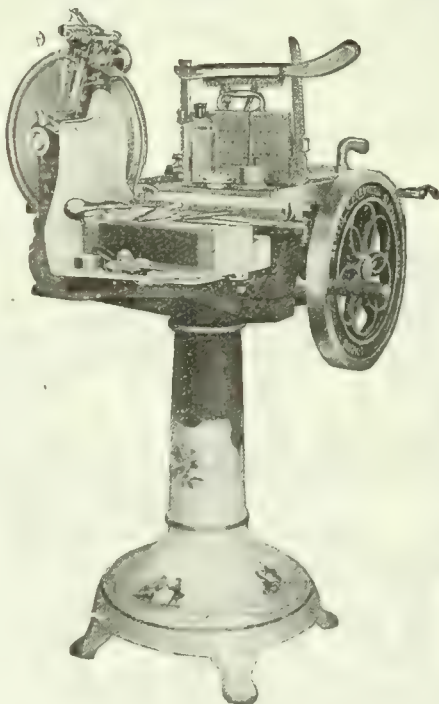
F. W. FEARMAN CO.
LIMITED
HAMILTON

VAN BERKEL SLICING MACHINE

"Made in the
Empire,
London, Eng."

Will about pay
for itself in the
saving of waste
which other
machines make.

Send for illus-
trated cata-
logue giving
full particulars.



The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa-nut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	3 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.	0 39
Lunch bars, 5-lb. boxes.	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2 1/2-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can.....	
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s.	*\$4.25.
Compressed Corn Beef—1/2s.	*\$2.90;
1s.	*\$4.25; 2s. \$9; 6s. \$34.75; 14s. \$75.
Lunch Ham—1s.	*\$4.25; 2s. \$8.
Ready Lunch Beef—1s.	*\$4.25; 2s. \$9.
English Brawn—2s.	\$8.
Boneless Pigs' Feet—1s.	\$8.
Roast Beef—1/2s.	\$2.90; 1s. \$4.25;
2s.	*\$9; 6s. \$34.75.
Boiled Beef—1s.	\$4.25; 2s. \$9; 6s. \$34.75.
Jellied Veal—1/2s.	\$2.90; 1s. \$4.25;
2s.	\$9.
Corned Beef Hash—1/2s.	\$2.
Beefsteak and Onions—1/2s.	\$2.90;
1s.	\$4.25; 2s. \$9.

If any advertisement interests you, tear it out now and place with letters to be answered.

Telephone Personality



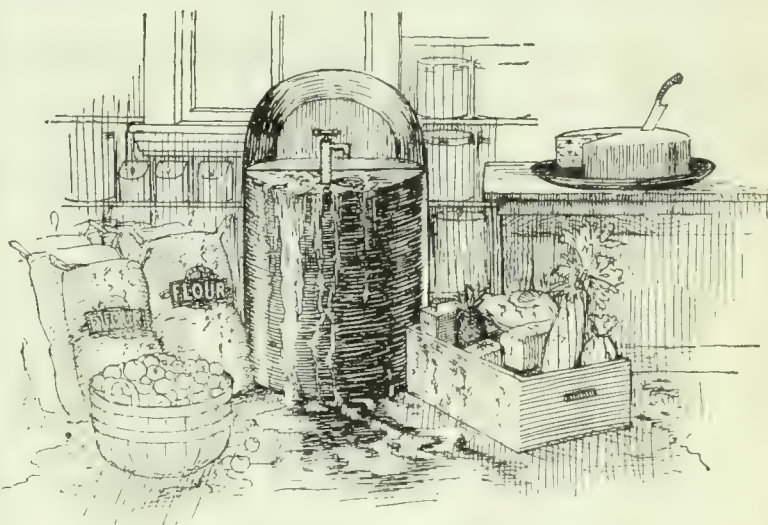
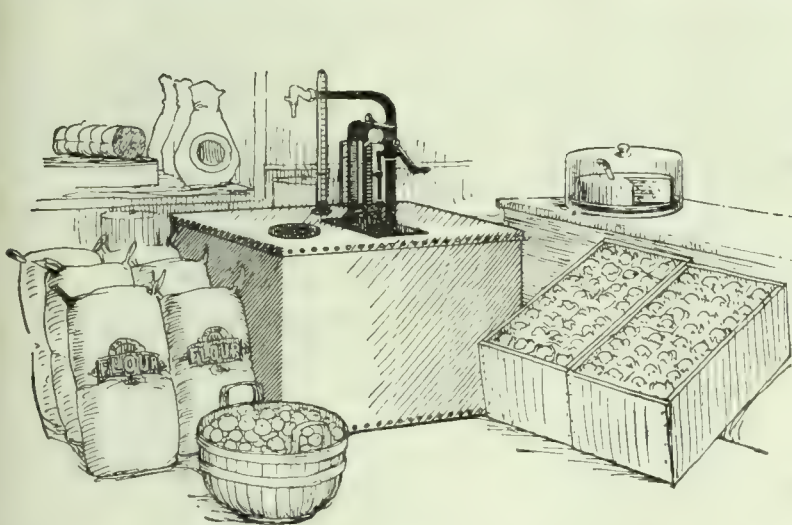
Telephone personality plays an important part in business. The telephone customer invariably draws an imaginary picture of the party on the other end of the line and judges the policy of the store accordingly.

If the voice is courteous he is quick to appreciate it. If it is harsh or snappy he is as quick to resent it. A pleasing telephone voice is a big asset and attracts business. Many a customer has been lost, because somebody was lacking in telephone personality.

We suggest that you and your staff use the same consideration and courtesy in every telephone conversation as you would face to face. It means more business and increased profits.

The Bell Telephone Company of Canada

"Good service . . . our true intent."



Profit—with the **BOWSER** LOSS—without it

How Are YOU Handling YOUR Oil?

The Bowser Oil Storage System will help make your Oil Department pay a profit.

Stops waste, deterioration and evaporation of oil, and the contamination of valuable stock.

Saves your salespeople's time and means better service to your customers.

Does away with oil-soaked floors and the danger of fire. The Bowser System is built for service—it is durable and permanent. Measures an accurate gallon at a stroke and shows exactly how much to charge for each quantity dispensed.

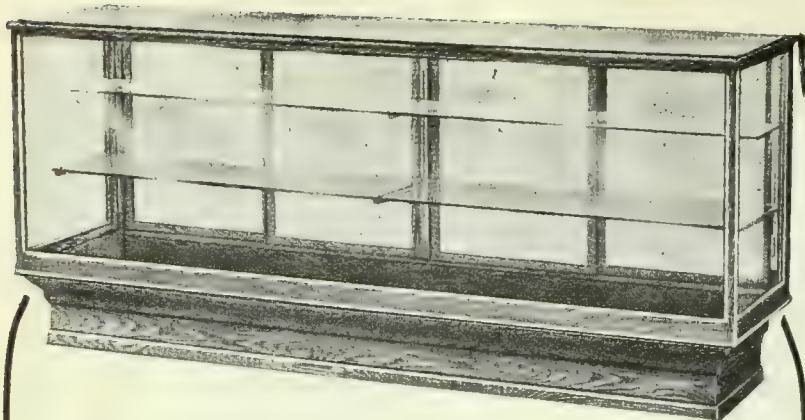
Without the Bowser—Profit on oil is impossible.

Write—while you think of it.

S. F. Bowser & Co., Inc.

TORONTO, ONTARIO, CANADA
Sales Offices
In All Centers
Representatives
Everywhere

If any advertisement interests you, tear it out now and place with letters to be answered.



You cannot afford to miss such a bargain

This Western Display Case has been constructed to meet the demand for a handsome, practical, reliable Show-Case at a reasonable price.

Don't waste money on expensive Display Cases. Get full particulars of this big idea and judge of the big value it offers you. Postcard us.

The Western Mfg. Co., Limited
Regina, Sask.

Every horse owner will appreciate the curative properties of

Williamson's Lightning Healing Powder

That's why you'll find it good policy to get one of our trial supplies which we are ready to send free of charge, express prepaid, remittances to be made when you sell the goods.



We know you can sell them. The demand is big. And you get a profit of \$2 a dozen!

Harness Dealers should order from jobber.

The Williamson Mfg. Company
GUELPH, ONT.

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre	
cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE
AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz., pts., doz.	1 30
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-lb. tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34 1/2
Victoria, 5, 10, 25, 50-lb. tins lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., 1/4-lb.	\$ 1 75
D. S. F., 1/2-lb.	3 30
D. S. F., 1-lb.	6 25
F. D., 1/4-lb.	1 10
	Per jar
Durham, 4-lb. jar, each.	1 10
Durham, 1-lb. jar, each.	0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen.	\$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.	

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen.	\$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen.	2 50
Weight 11 lbs. to case. Freight rate, 2d class.	

JELLY POWDERS

WHITE SWAN SPICES AND
CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	\$ 1 05
--	---------

List Price

SPICES

WHITE SWAN SPICES AND
CEREALS, TORONTO

	5c	10c
	Round	Oval
	litho.	litho.
	dredge	dredge
	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c.		
pkgs., window		
front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c.		
pkgs., window		
front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c		
pkgs., window		
front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, win-		
dow front, 95c		0 95
Shipping weight per		
case	10 lbs.	15 lbs.
Dozens to case	4	3

CHERRIES

This should be cherry week.

Weather always uncertain. Would advise our customers to get in early.

The first generally the best fruit.

RASPBERRIES

should be on next week in liberal quantities. Crop reported to be good and of good quality. Let us have your requirements early.

Will have daily shipments of all other Foreign and Domestic fruits and Vegetables.

The House of Quality.

HUGH WALKER & SON

GUELPH, ONT.

Established 1861

Local Fruits and Vegetables

Gooseberries Cherries

Now arriving in the market daily. Also full supplies

**Tomatoes, Cabbage, Beans, Peas,
Potatoes, Melons, Cantaloupes,
Peaches, Plums, Apricots.**

*Largest Assortment and
Freshest Goods.*

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Main 6565 :: TORONTO

New Crop

**"St. Nicholas"
"Queen City"
"Kicking"**

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO



Are you acquainted

with the unusual selling quality of this tip-top Canadian-made Cat-sup?

The increasing demand is a sure indication that its quality has made a hit, and the margin of profit you get is big enough to make a trial order advisable.

Will you send it to-day.

T. A. Lytle Co., Ltd.
STERLING ROAD, TORONTO

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Hargreaves, Canada, Ltd. 11	Thum, A. & Co. 64
Harper Presnail Cigar Co., Ltd. 11	Tippett, A. P. 16
Heinz & Co. 14	Trent Mfg. Co. 64
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Horton-Cato Mfg. Co. 14	Toronto Pottery Co. 19
Hop Malt Co. 50	Toronto Salt Works 64
Hygienic Products 2	Turgeon, E. 11
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Imperial Oil Co., Ltd. 13	Universal Importing Co. 11
Imperial Rice Milling Co. 60	W
J	Wagstaffes, Ltd. 3-4
Jacobs Bros. 52	Walker, Hugh, & Son 61
Jarvis, F. S., & Co. 2	Walsh, Martin M. 10
C. & J. Jones 8	Watson & Truesdale 9
K	Western Mfg. Co. 58
Kellogg Cereal Co. 5	Wethey, J. H., & Co. Front cover
	White & Co., 61
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	Woods, Walter, Co.
	Inside back cover

Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

YOU MAY BE ABLE TO HANDLE ANOTHER line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in **CANADIAN GROCER**, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

TWO GROCERY SALESMEN COVERING AL-berta with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

FOR SALE

FOR SALE—MEAT BUSINESS IN OKANA-gan Valley, B.C., doing good business; reason for selling, other business; a snap to the right party. For particulars, apply Box 238, c/o Canadian Grocer.

GROCERY, CONFECTIONERY AND ICE cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

AGENTS WANTED

MANUFACTURERS' AGENTS AND TRAVEL-ers can make good money as side-line, soliciting accounts in their vicinity from Grocers and General Stores, and send to us for collection. Reliable services. Write for proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in **CANADIAN GROCER** may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

Use this page — the page that is never overlooked — from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or-of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

POSITION WANTED

GROCER WITH 14 YEARS' EXPERIENCE IN groceries and crockery desires position as manager or head clerk; married; good references. Box 237, Canadian Grocer.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

HELP WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.


TORONTO SALT WORKS

GEO. J. CLIFF

KNIFE

KEY'S

POLISH



JOHN OAKLEY & SONS, LIMITED
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

WASTE PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Presley PAPER Baler

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal.

WRITE TO-DAY

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription business. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue Toronto, Canada

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.10 Post Paid.

MacLean Publishing Co.
143-153 University Ave., Toronto

PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

In your Locality are many Dogs and Cage Birds

Your customers must have FOOD for them.
It is to your interest as well as that of your
customers and their pets, that you should
regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and
reliability. It will help you to keep old customers
and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.

VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

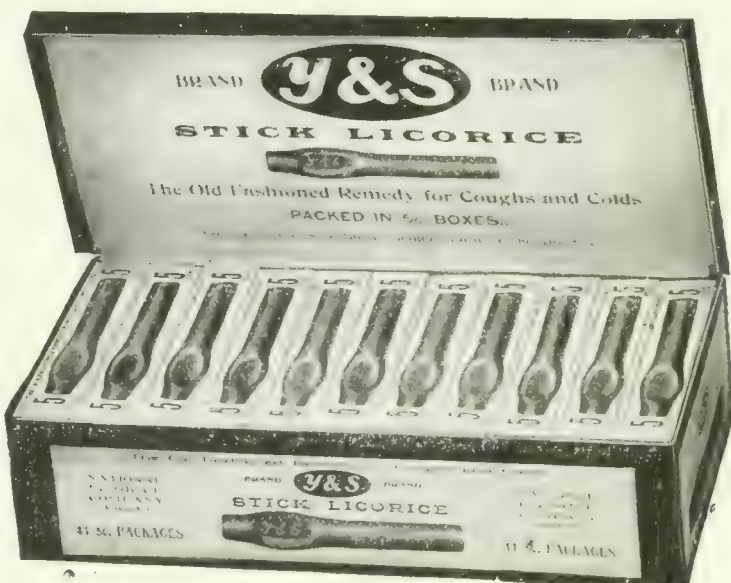
Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

846

Y & S STICK LICORICE

48 5c. Packages to Box



**The old-fashioned remedy
for Coughs and Colds**

For sale by leading Wholesal: Grocers, Druggists and
Confectioners throughout the Dominion.

**NATIONAL LICORICE COMPANY
MONTREAL**



A Tale of Two Grocers

How it happened to Brown

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. It is sent on the 4 o'clock delivery.

5:00 P.M.—Customer 'phones for a cake of chocolate she had forgotten to order earlier. Delivered next morning at 8.

9:45 A.M. (Next Day)—Customer now 'phones for lard. Had started *baking* and ran short. Is promised immediate delivery.

11:00 A.M.—Brown called up (and down) by irate housewife still awaiting the lard. Has to send boy out with it.

* * *

Three separate deliveries that devour the profit. No goodwill.

And how Smith handled it

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. So Smith logically suggests possible need of vanilla, icing sugar, raisins and other *baking ingredients*.

Customer had *forgotten* she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably *more* than she had intended. Appreciative as well for Smith's helpful suggestions.

8 A.M. (Next Day)—Smith delivers complete order in ample time for the baking.

* * *

One single delivery. Profitable sale and goodwill.

WHEN a woman orders a bag of FIVE ROSES flour, she suggests to YOU the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest FIVE ROSES and every other single article that goes into the oven with flour?

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST 3rd, 1917

No. 31

St. Lawrence



Granulated

The Best Sugar Made.

FINE, MEDIUM OR COARSE GRAIN TO SUIT EVERY PREFERENCE

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations,
Copy of report will be sent on request to anyone interested.

Every Woman Knows the O-Cedar Polish Girl

The cheery face of the dainty O-Cedar maid, busy brightening up dull furniture, has become familiar to every Canadian housewife — through the extensive and persistent advertising of

O-Cedar Polish

Keep the Polish Prominently Displayed

It should not be necessary to impress upon the dealer the wisdom of keeping O-CEDAR POLISH well displayed. The steady profit (for it sells just as well in Summer as in Winter) and the constant demand must have sufficiently impressed him with the importance of keeping it always in sight.

CHANNELL CHEMICAL COMPANY, LIMITED

369 SORAUREN AVENUE

TORONTO



O-CEDAR POLISH SELLS ON SIGHT

Every customer who enters your store is a prospect for O-CEDAR POLISH. All that is needed is to let folks know you keep it.

Ask your jobber or write for particulars of our splendid Electric Sign, Window Display, Counter Display or Floor Stand. Any one of them will help you sell more O-CEDAR POLISH.

PROHIBITION **BY THE BRITISH GOVERNMENT**

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

It took thousands of dollars

to carry through some of the publicity campaigns and consumer advertising by which we have familiarized the public everywhere with the unbeatable quality of Borden Milk Products.

This sales-creating advertising is being constantly carried on. Dealers carrying a stock of Borden's find repeat selling and big profits the daily rule.

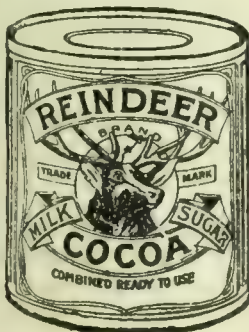
Number yourself among them. Ask your wholesaler to ship you a trial supply.

Borden Milk Co., Ltd.

"Leaders of Quality"

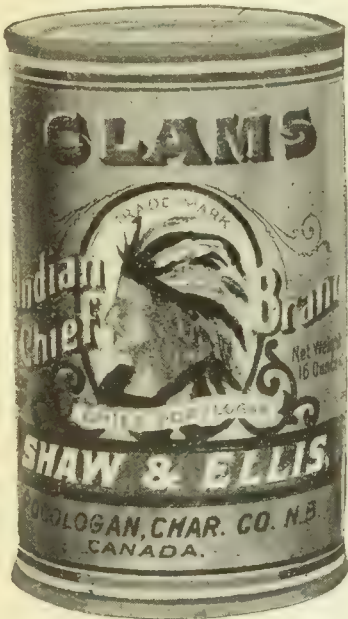
MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



INDIAN CHIEF BRAND CLAMS

Ideal for Camper or Cottager



A stock of these high-grade, wholesome, easily prepared sea foods will help you to get a bigger slice of the summer camper and cottager's trade.

A few minutes—just while they are being heated to a simmer—is all the cooking required to make Indian Chief Brand Clams ready for the table. And their quality will so please that repeats are absolutely sure.

Your jobber can supply you.

P cked By

SHAW & ELLIS

Pocologan, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

CLARK'S

THE
REAL
THING
IN



PORK & BEANS



THE BRAND THE
PUBLIC WANTS IS

CLARK'S

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

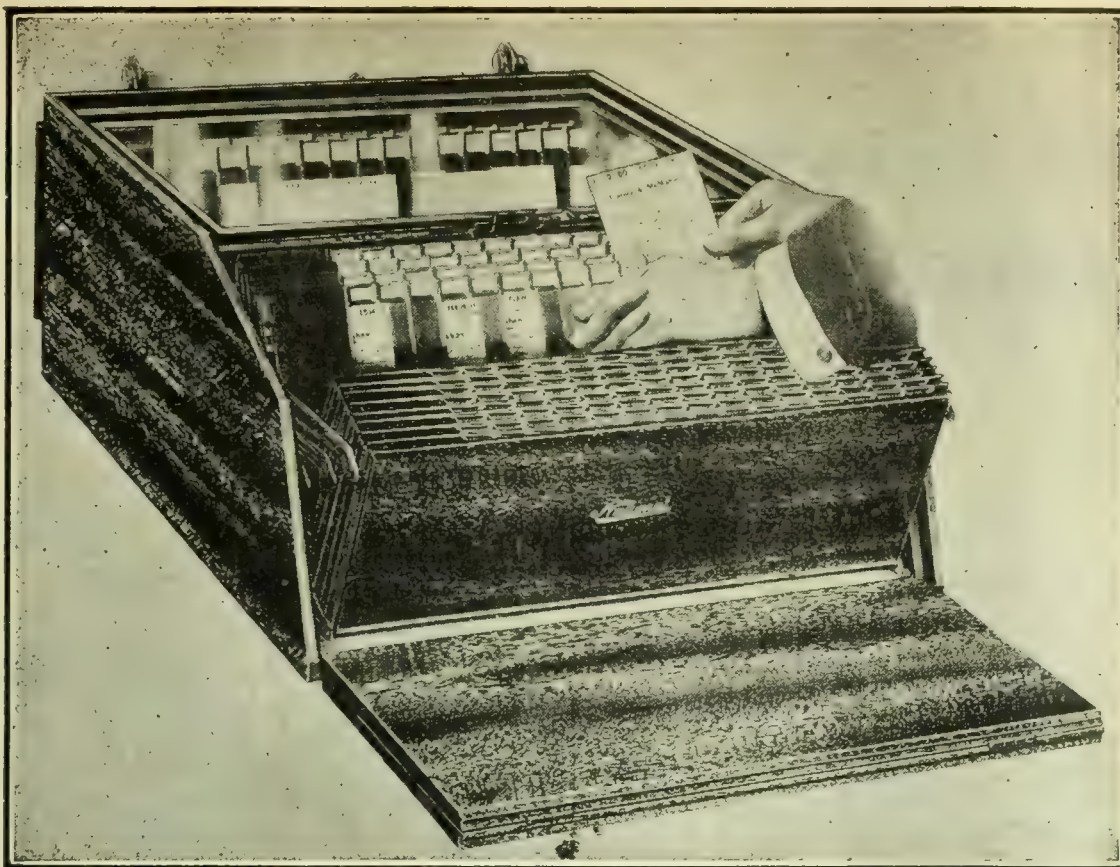
The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA



NATIONAL CREDIT FILE

—An Accepted Success

Already a large number of National Credit Files have been sold. We are daily receiving letters of endorsement. We are convinced our new File is the best system devised for keeping charge accounts. The following are a few of the outstanding features:

- (1) Permits quick balancing of charge and received on account slips.
- (2) Provides a safe place for petty charge slips.
- (3) Proprietor has personal control over all charge accounts.
- (4) Removes temptation.

- (5) Compact fire-resisting, enamel-finish cabinet. No chance of losing charge slips as they are locked as securely as in a safe.

The National Credit Files are made in different size units to fit any business whether the accounts number fifty or five thousand.

It is of the utmost importance for every merchant who does a credit business to investigate this new File.

Write us to-day and we will see that a demonstration is given you by one of our representatives.

**The National Cash Register
Company of Canada
LIMITED
CHRISTIE STREET
TORONTO**

— COUPON —

NATIONAL CASH REGISTER COMPANY OF CANADA,
LIMITED.

Please send me further information concerning your new Credit File. This request places me under no obligation.

Name
Address
Business
No. Charge Accounts

If any advertisement interests you, tear it out now and place with letters to be answered.

Build your profits on the firm foundation of Royal Shield Quality

By handling goods whose quality measures up to the most exacting requirements of your trade, you can confidently anticipate steady profit-making sales and constant repeats.



The customer satisfying goodness of Royal Shield Brand of goods will prove a splendid asset to you in securing better sales and more customer confidence.

Royal Shield Products include Tea, Coffee, Cocoa, Spices, Baking Powder, Flavoring Extracts, etc. Order a trial supply from one of our offices listed below, and prove what splendid sellers Royal Shield Products are.



Campbell Bros. and Wilson, Limited

IMPORTERS AND WHOLESALE GROCERS

WINNIPEG, CANADA

BRANCHES: Campbell, Wilson & Horne, Ltd., Calgary, Lethbridge, Edmonton, Red Deer. Campbell, Wilson & Millar, Ltd., Saskatoon, Campbell, Wilson & Strathdee, Ltd., Regina, Swift Current.

If any advertisement interests you, tear it out now and place with letters to be answered.

All ready for you now—

E. D. SMITH'S

NEW SEASON'S

RED

Raspberry Jam

It pays to feature quality.

This

100% Pure

E. D. S. Product means
satisfaction for your cus-
tomers and big profits for
you.

Stock Up Now.

E. D. Smith and Son, Limited
WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn Ltd., Montreal, East Ontario,
Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton,
Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



WESTERN FACILITIES

We have first-class warehousing and trackage facilities in a central location.

Our storage space enables us to carry stocks to advantage, and to distribute them economically.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

**This Space is Yours
For \$2
On Yearly Order**

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE

from

COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C.H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTISING
CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window
dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

The HARRY HORNE CO.
LIMITED

Toronto, Can.

BROKERS AND IMPORTERS

**Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.**

We carry stocks in our own Warehouse
(when necessary.)

We employ a steady staff of salesmen.
(Get in touch with us.)

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE

ONTARIO

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST.

OTTAWA

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you post-paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue,
Toronto.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

MANUFACTURERS' AGENTS

BROKERS'

AND

DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME
LIMITED

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.

BEANS AND CORN A SPECIALTY

ALFRED T. TANGUAY & COMPANY

Commission Merchants and Brokers,

91 DALHOUSIE ST. QUEBEC CITY

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for

The Maple Leaf Milling Co., Ltd., Toronto

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.

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55 St. Frs. Xavier St. Montreal
Phone Main 2628

Buyers and Sellers of

All Kinds of Grains and
Seeds

Denault Grain and Provision Co.
LIMITED

SHERBROOKE, P.Q.

When customers ask for "Blue," or "Washing Blue," or "Laundry Blue" give

OCEAN BLUE

and you will be on the safe side. They cannot buy, and you cannot sell, a better.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
The Gray Bldg., 2126 Wellington St. W., Toronto
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd.,
Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon.—Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Lots of Your Customers
Require Mathieu's Nervine
Powders



Mathieu's Syrup of Tar and Cod Liver Oil—a splendid body builder.

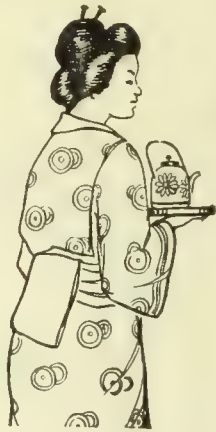
and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC



JAPAN TEA



The Japanese Government prohibits
adulteration and coloring of Tea

Japan Tea produces, in the drawing, an infusion of a bright amber which is pleasing to the eye. It possesses wonderful strength and body, a delightful flavor and aroma never found in other teas.

Grown, cured, packed and exported under the direct control of the Japan Tea Growers Association, Japan Tea reaches you in all its natural purity and wholesomeness.

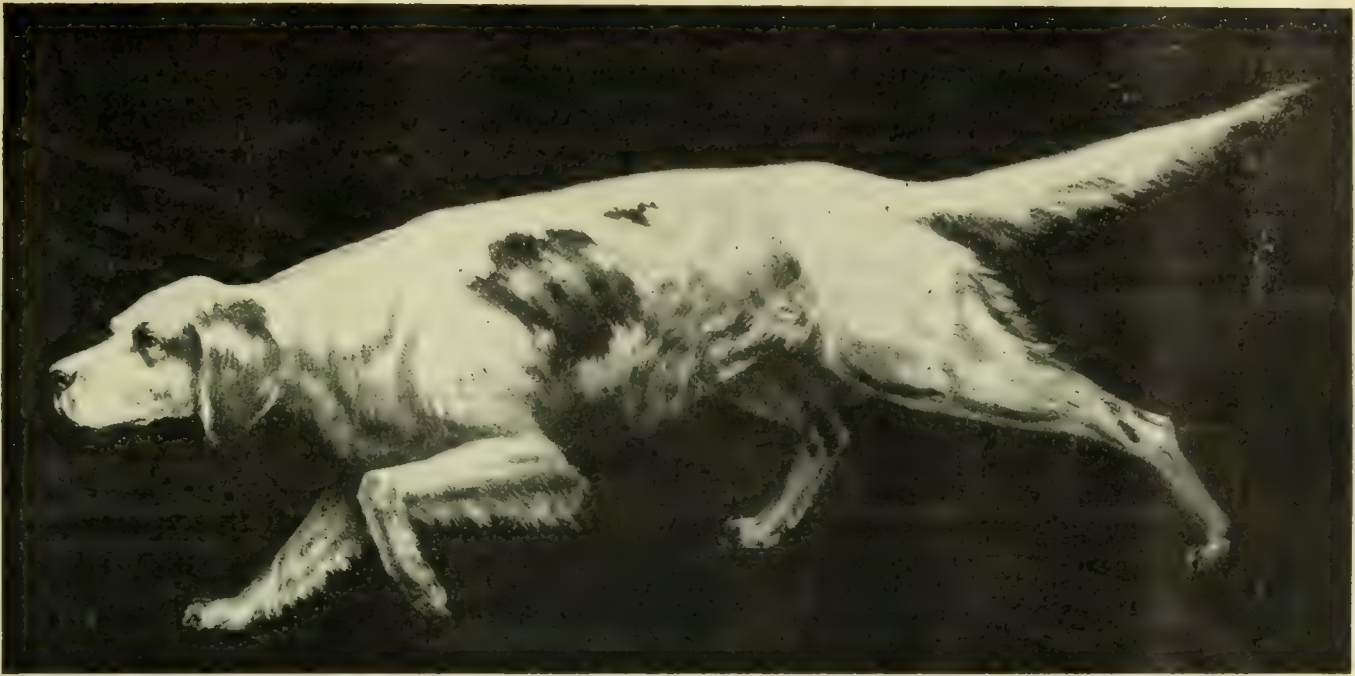
ON SALE AT ALL
GROCERS

WE are always reminding the consumer how delightfully different Japan Tea is.

Consequently the demand is unusually good and is daily growing bigger.

And Grocers everywhere are finding Japan Tea a particularly good "repeat" line.

Are you among them?



SELL PRESNAIL'S PATHFINDER CIGARS



FROM THE ILLUSTRATED LONDON NEWS.

There's nothing too good for our soldiers. The above trench picture appeared in London's great illustrated paper and shows that the fighters in France are being supplied with food that is rich in nourishment and delicious in flavor.
How is your stock of Simcoe Baked Beans?

DOMINION CANNERS, LIMITED, HAMILTON, CANADA

It grows—and grows—and grows—does the demand for
H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound!

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.

H.P.

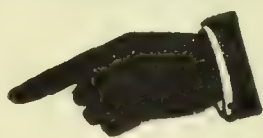
SAUCE



Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and
the package.

You will stock this line
some time. Why not now?

Manufactured by

THE B & L MFG., CO. Ltd.

SHERBROOKE.

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Nothing can touch Furnivall's for
quick turnovers.

And you need all the quick-sellers
you can get.

So why not connect with this
popular pure fruit line?

FURNIVALL-NEW, Limited

Hamilton, Canada

W.C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

PAPER BALERS



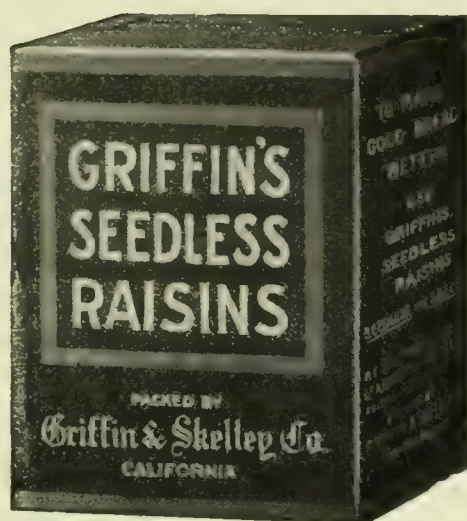
ALL STEEL
CLIMAX
FIREPROOF

"Turn Waste Paper,
Cardboard, etc., into
money."

Write us to-day.

Climax Baler Co.
Hamilton, Ont.

Wholesome Nutritious
Clean



Griffin's Seedless Raisins

Sell them by the dozen.

*You should be represented on the Manufacturers'
Agents Page of Canadian Grocer.*

*It will pay you to investigate. Write for rates and
particulars to-day.*

Put Malcolm Products before your customers

Don't hesitate to recommend them. Their quality will bear out the strongest guarantee you can give.



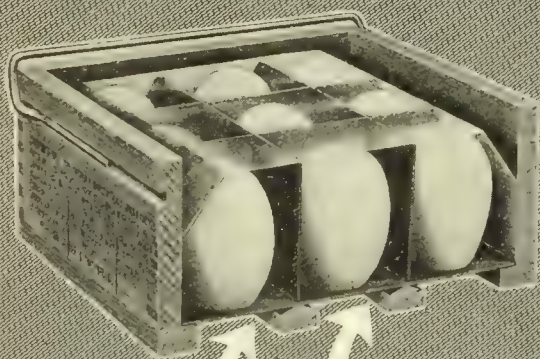
"St. George," "Princess" or "Banner" Brands are top-notch quality through and through—and they're made in Canada.

Try them. Just see how well they sell.

5 case lots delivered to any point in Ontario, Quebec and the Maritime Provinces and freight paid up to 50c. per 100 pounds.

The Malcolm Condensing Co.,
ST. GEORGE, ONT. (Limited)

The Only Canadian Condensed Milk Company



See Those Edges!

That's what the perforated bottom board in *Star Egg Carriers* rests on. (We have cut a Carrier in two cross-wise so that you could have a better view.) It's this patented *Star* construction that allows for the necessary "spring" or "give" which protects eggs in filling as well as delivery in

STAR EGG CARRIERS

If you are not now using *Stars* write for our booklet No. 210. *Today.*

STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay Street Rochester, N. Y.



Whittemore's Shoe Polishes

IT'S an old story—that's why it's so often forgotten. So we want to remind you again that the best known goods are the easiest to sell. The best known dressings are Whittemore's, made by the Oldest and Largest Manufactures of Shoe Polishes in the World.

The World's Standard Dressings

OIL PASTE

High grade paste polish, large tin boxes, easy cover remover attached. Black or Tan, 10c size.

GILT EDGE

Self Shining Dressing, 25c size.

FRENCH GLOSS

Self Shining Dressing, 10c size.

BOSTONIAN CREAM

will be a big seller in any color this coming season. 25c size.

WHITTEMORE BROS. CORP.

CAMBRIDGE, MASS.

If any advertisement interests you, tear it out now and place with letters to be answered.



This is "Lively Polly"

The big value 5c. cleaner that pleases the housewife always.

It's a good profit getter.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg.
MONTREAL

Active Raisins! Get Behind Them!

Note How Raisins are Responding to the Call for Low-Cost Foods

Women now are looking for food values in concentrated forms in order to cut down household bills.

Let them see raisins in your windows. Note how they respond.

Raisins are rich in concentrated nutriment. Millions know it. You have only to suggest the raisin.

Our extensive advertising helps you sell. Fill a window with Sun-Maid Raisins now—the brand most women know.

Don't let this opportunity go by.

California

Sun-Maid

Raisins

Seeded (seeds removed); Seedless (without a seed); Clusters (on the stem). Order all three varieties including Sun-Maid Vineyard Run Clusters (50 and 100-lb. boxes), and "tray pack" Sun-Maid Layers, a new package that prevents waste. Send for reproduction of model window display.

California Associated Raisin Co.

Membership, 8000 Growers

Fresno, California.

(L.A. 41)



Use the JB. Combination Slicing Machine



Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers

73 Warren Street
NEW YORK



The Keating Calendar

Keating's Insect Powder is in demand all year round. Order now for present and future requirements

OCTOBER, NOVEMBER, DECEMBER,
JANUARY, FEBRUARY, MARCH.

In the home Keating's will be continually in requisition against Bugs and Roaches. Hunting parties in October will carry Keating's into their camps.

APRIL AND MAY.

House cleaning and the time for putting away winter furs and blankets. Moths now appear. Mosquitoes likely to become a pest in May and remain until the warm, dry weather.

JUNE, JULY AND AUGUST

Summer holiday season, Keating's in demand, when locking up the house, as a protection against moths in the furniture, carpets and draperies. Flies, Fleas, Ants and Mosquitoes in general evidence and a particular worry in summer camps and cottages.

SEPTEMBER

Flies are most tenacious. To kill or drive them out of doors use Keating's as a fumigant. Extra precautions also necessary against Bugs, Roaches and Ants.

Made by
Thomas Keating
London, England
Established 1788

Sole Agents in Canada
Harold F. Ritchie Co., Ltd.
10-12-14 McCaul St., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full information on every article handled by the grocery trade. Hundreds of trade "Pointers" which are of practical value in buying, selling and caring for goods. *An encyclopedia of all foods* that you have ever seen or heard of. *Food dictionaries* in English, German, French, Italian and Swedish.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

WHAT JOBBERS SAY

"We find it one of the finest and most valuable books we have ever seen in a long time; every wholesaler as well as retailer should have one."
The John Bird Co.

"It is a very fine book and we have occasion to refer to it many times."
Kimball Bros. Co.

"I appreciate your splendid book a great deal. Its valuable information will help me in my business as a grocery salesman."

A. C. Robinson, with the Daniells Cornell Co.

"A most interesting book and we find a constant pleasure in referring to it."

Newport Paper & Grocery Co.

"The best thing we have seen for the education not only of the retail but also of the wholesale grocer."

E. T. Smith Co.

"A very attractive looking book and one which we should think every groceryman would be glad to own."

E. G. Whittelsey & Co., Inc.

GROCERS' OPINIONS

"I value your Encyclopedia very much and find it very instructive."

S. G. Hunt, Twin Mountain, N.H.

"I surely do appreciate your book."

M. N. Doubleday, North Dana, Mass.

"We think it a very valuable book—very instructive."

O. B. Parks, Westfield, Mass.

"We are more than pleased with the Encyclopedia and value it very much."

Wookey Bros., Waterbury, Conn.

"The very best book I have ever seen."

S. E. Campbell, Fairlee, Vt.

"I wish to thank you for bringing this book to my notice."

H. S. Young, Norwichtown, Conn.

"A fine instructive book."

O. A. Stevens, Ludlow, Me.

"One of the finest books I have ever seen."

L. N. Perreault, Attleboro, Mass.

PRICE \$10.50; DELIVERY PREPAID. Send your Order to

THE CANADIAN GROCER
TORONTO, CANADA

Col. MacLean was in Germany When War Broke Out

HOW he got out, what he saw, heard, learned and concluded, he tells in the August number of MACLEAN'S MAGAZINE. Colonel MacLean knows Europe thoroughly. He knows high-up men in all the great political and commercial capitals of Europe—diplomats, bankers and great merchants. These men told him freely and plainly many startling things about Germany and her intentions.

In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will

find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidance by Canada and her people.

MacLean's for August Is a Midsummer Number

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

The Dangers Ahead. By John Bayne MacLean.
The Menace of Canadian Titles. By Joseph Martin, M.P.P.
Rev. C. A. Eaton—A Canadian Who Speaks Out. By Beatrice Redpath.
Frenzied Fiction for the Dog Days—(Done by the Dipperful.) By Stephen Leacock.
The Human Side of Conscription. By H. F. Gadsby.
Winning the War in the Air. By Agnes C. Laut.
A Circus Story. By L. B. Yates.
Mam'selle Butterfly. By Arthur Beverly Baxter.
The Captain of the Susan Drew. By Jack London.
An Andy Doolin Yarn. By Hopkins Moorhouse.
A Detective Story. By Robert E. Pinkerton.
The Gun Brand. By Jas. B. Hendryx.
Canada's First Woman Member.
Economy in Preserving and Canning.
Women and Their Work—A New Department. Review of Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the Saturday Evening Post.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

At All News-Dealers
15 cents

Ask Us For
**Wrapping
Papers**

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg

A BOWES
TRADE MARK **PRODUCT**

NO matter what the product, whether it is
Peanut Butter,
Worcestershire
Sauce,
Maple Syrup,
Creamery Butter
or Eggs

if it is backed with the above trade-mark it is bound to sell quickly and to thoroughly satisfy.

The Bowes Co.
Ltd.
Toronto, Can.
Branches: St. John, N.B.
and Winnipeg, Man.

More Dollars

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

Hundreds are now making their own genuine but strictly Temperance Lager Beer at home with

**Hop Malt Beer
Extract**

Big Sale—Good Profit—Repeat Orders.

Agents wanted everywhere. No license necessary. Get the sole agency for your locality. Particulars and terms on request. Write at once

HOP MALT COMPANY
Dept. S. Beamsville, Ont.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Your Tea or Good Tea?

You are, of course, more anxious to have pleased customers than to please yourself. Satisfied customers is business-building.

Test the tea you are recommending to your customers. If it is not Red Rose, the next pound you recommend will be, and remember it is the same quality all through the year.

T. H. Estabrooks Company, Ltd.

St. John Toronto Winnipeg Calgary



No. 35

Ask your jobber for an
**Elgin National
Coffee Mill**

BECAUSE

You want the easiest running, finest finished, simplest constructed, *fastest grinding* mill for your coffee counter—you want an **ELGIN NATIONAL**.



No. 40

Write any of the following Canadian Jobbers TO-DAY for illustrated Catalog and Prices:

St. John, N.B.—G. E. Barbour & Co.; Dearborn & Co.
Montreal—L. Chaput, Fils & Cie, Limitee; The Canadian Fair-Banks Co. (and branches).
Toronto—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.; Medland Bros., Ltd.
Hamilton—James Turner & Co.; Balfour, Smye & Co.; MacPherson, Glasco & Co.; Geo. E. Bristol & Co.
London—Gorman, Eckert & Co.
Winnipeg—Blue Ribbon, Limited (and branches); The Codville Co. (and branches); Todhunter, Mitchell Coffee Co.; McLaren, Ltd.
Regina, Sask.—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd.
Saskatoon—Campbell, Wilson & Millar, Ltd.; A. Macdonald Co., Ltd., and branches.
Edmonton, Alta.—The A. MacDonald Co.; Revillon Wholesale, Ltd.
Calgary—Campbell, Wilson & Horne, Ltd.; L. T. Mewburn & Co., Ltd.
Vancouver—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

MADE BY

WOODRUFF & EDWARDS CO.

ELGIN, ILL.

Winter Butter and Eggs at Summer Prices!

By using our stone crocks the housewife can preserve big quantities of Butter, Eggs, Fruits and Vegetables and so reduce the household expenses during the "high price" months.



Draw her attention to this big saving and keep a few of these useful pottery lines always displayed. There's good profit in them for you.

8 gallon.....	}	at 15c per gal.
10 gallon.....		
12 gallon.....		
15 gallon.....	}	at 18c per gal.
20 gallon.....		
25 gallon.....		
30 gallon.....	}	at 20c per gal.
35 gallon.....		
40 gallon.....		
50 gallon.....	}	at 24c per gal.

75 to 500 gallon sizes made to order only.

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.

King and Yonge, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



makes good profits for You

Every time you sell a package of Keen's Blue you build for the future.

Display it prominently on your shelf or counter. This will help your sales. Summer days are whitewear days.

You can recommend it always without any hesitation. The makers stand back of it.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

Niagara Grape Juice

Red and White

Trade Prices

50c. Size Per Case (1 Doz. Qts.)	\$4.00
25c. " " (2 Doz. Pts.)	4.50
10c. " " (6 Doz. Ind.)	5.00

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Québec.

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, AUGUST 3, 1917

No. 31

Building a Business With Enthusiasm

An Asset That Has Helped to Make the P. Harvey and Company Store, Windsor, a Factor in the City's Life—Modernizing Store Equipment and Building a Specialty Business.

JUST about twenty-five years ago P. Harvey came to Windsor. He had a good deal of enthusiasm and a little capital. Both of these he invested in a butcher business. The business was of necessity small for though enthusiasm is a good asset, it is not as readily negotiable as some others, and consequently the business had to depend for the time on the limited capital. In the end, however, the enthusiasm told, and the capital grew, and it was not so very long before these two elements, working together, pushed him out of the first small store into much larger and more advantageous surroundings. Here the business developed along still other lines, and developed into a wholesale as well as retail business. In this venture too success crowned his efforts. Later still, the growth of the retail business has been such that the

wholesale side of it has almost been forgotten.

Combining Meat and Grocery Business

Of recent years the meat business has tended more and more to develop a connection with the grocery business, and the connection has proved to be of great value to both departments. It is a natural alliance of the two businesses that most directly and indirectly appeal to the housewife. Mr. Harvey realized that there were opportunities that might well be considered. He was doing a very brisk meat business, and it seemed that with this business as a starter, it might very well be made a pulling force for other business. This was the idea that led to the opening just about a year ago of the new store on Wyandotte street. The original meat business still remains in the old stand that has become familiar to

its many patrons in the down town section of the city. The new store that combines in a very attractive way the grocery and meat business is in a newer, and growing section of the city, about four blocks from the main part of the city.

The store is large, bright and airy, thirty by seventy feet. Two large windows give ample display space as well as flooding the store with light.

The store exterior is suggestive of cleanliness, and is a model form of store exterior. The front is aluminum finished, while from the foot of the window right out to the sidewalk is marble tiled. In this way the store stands out from its surroundings and very little effort is required to keep it always spotlessly clean.

An Attractive Store Interior

The interior is fitted up in a way that



View Showing Interior of Store of P. Harvey & Co., Windsor.

leaves little to be desired. Modern bin fixtures line the wall, they are in light oak finish and add their part to making the store preserve its appearance of newness. The scales are all of the most modern pattern. There is a new meat cutter, and electric coffee grinder. In fact, every instrumentality that could be provided to assist the service of the store has been thought of. To take care of the meat and other perishable products, the back of the store is occupied by two large refrigerators, the largest Mr. Harvey proudly claims west of Toronto. In addition to these, or rather to supplement these, a modern ice-making plant has just been installed, that will not only look after these refrigerators, but that will also provide for the refrigerating of the display counters. The counter, illustrated in the rear of the accompanying photograph, with its glass-faced front and shelves, will be sufficient to indicate the attractive nature of some of these display devices. Just appearing in one corner of the picture is a fish display case that is also of a very attractive character. It displays the fish well without exposing them to contamination, and without any detriment to the other goods of the store. Under the store there is a full-sized cellar, well drained and airy, and always dry, that provides ample storage room for extra stock. The store has a staff of seven, three grocery clerks, two butchers, a cellar man and a cashier and bookkeeper, as well as two drivers.

A Better Argument Than Cut Prices

Mr. Harvey does not believe in the cut price principle. It is his boast that he buys the best goods obtainable, and having done so, he sees that they show a reasonable profit. He has found through long experience in business that service and honest treatment are a far stronger argument than any matter of price. His clerks are instructed to see that the customers are well treated, and that there shall be a scrupulous honesty in all the dealing of the store. This Mr. Harvey believes is not only good morals, but good business as well.

Auto Delivery a Satisfactory System

Now as for the matter of deliveries. That is another feature that Mr. Harvey rather specializes on. He has three cars. Two of them are used regularly, and the third is an emergency car to take the place of either of the others that might be temporarily out of repair. This is not often the case, because Mr. Harvey has found it good practice to hire thoroughly competent mechanics to look after this part of the business. Mr. Harvey, in fact, makes it a practice of employing only the very best class of assistants that he can find, and is quite contented to pay wages that will prove an inducement.

Eight months after Mr. Harvey moved into this new building, business was progressing so favorably that he felt justified in spreading his wings even a little further, so he bought some property next to his store, and on this he built a large garage, of cement with a brick front. This has proved a very satisfactory venture, not only has it provided a place where his own cars could be satisfactorily cared for,



P. HARVEY

Head of the P. Harvey & Son store, Windsor, Ont.

but it gave additional space that was very much in demand.

A Business in Cooked Meats

One of the most satisfactory items of

Mr. Harvey's business is the sausage and cooked meat end. The firm has made quite a name for itself for the quality of these lines that they handle, and every effort is made to stimulate this trade and to keep the product very well up to the standards of the business on which this popular demand was built. This has grown to be such a feature of the business that it has outgrown the original quarters devoted to this work. So that when the new garage was built, it was built with the idea of using the upper story to provide room for the carrying on of this particular activity of the business.

In this department, which is fitted up with all the necessary appliances for the handling of these goods, two men are employed, and devote their whole time to this work. They make all kinds of cooked meats, sausages and pork pies, and in all of these lines the firm has built up a trade that is quite a feature of the business.

Mr. Harvey has used his enthusiasm to perfect a business that any merchant might well be proud of. He has modernized his business up to the last possible point, and has developed a business that is a credit to the City of Windsor.

Ontario Government Now Grades Butter

Recent Appointment of Inspector Will Do Much to Raise Standard of Ontario Product—Appointee Has Confidence of Trade in General.

BY the recent appointment of John Scott as official butter grader for Ontario Government, a big step has been taken toward the raising of the standard and making production more uniform. Two grading stations have been established, one at the cold storage plant at the foot of Bathurst street, Toronto, and the other at London, Ont. A certain amount of time is spent at these stations each week. It is not compulsory for butter factories to send their product to be tested and graded, but those closely in touch with the situation assert their strong belief that it is to the advantage of every creamery that they should avail themselves of this opportunity to have their butter tested. One of the positive advantages of the grading is to enable the creameries to find out the defects in their butter, if there are any, and so enable them to improve. The Ontario Government makes it clear that the grading of butter does not improve the quality of the butter, but it does determine its quality. John Scott, who has been given the appointment as official grader, was formerly connected with the Exeter butter factory and the trade, it is said, has every confidence in his ability and in his integrity and straightforward characteristics.

According to the method of grading, there are three classes, first grade scoring 92 points out of 100, second grade scoring 87 points, and third grade scoring 82 points. Butted below these grades is to be known as "off-grade" or culls.

When butter is graded according to the standard of the Government and the stamp of status is placed thereon, there can be no quibbling as to the exact merits of the butter. It has been the Government inspection of butter that has placed New Zealand on such a high plane in the markets of the world, and those who have the interests of the Ontario butter industry at heart, believe that it will establish the same high standard for this province if makers avail themselves of the opportunity. Following is a copy of the proposed standards:

Proposed Standards for the Grading of Ontario Butter.

The standard official score shall apply to creamery butter only, and shall be as follows:

	Points
Flavor	45
Body and texture ...	25
Color ...	15
Salt ...	10
Style (finish and package)....	5
	<hr/> 100

1. First grade, butter scoring 92 points or over out of 100. Minimum score for flavor 39 points.

2. Second grade, butter scoring 87 points or over, but under 92 points. Minimum score for flavor 37 points.

3. Third grade, butter scoring 82 points or over, but under 87 points.

Below third grade, butter scoring under 82 points.
(Continued on page 30.)

Selling Value of Window Displays

Show Windows Index of Store Contents — Poor Displays
Counteract Other Advertising and Slovenly Windows
Point to Shiftless Management—No Place For
“Freak” Combinations.

THERE has been much said upon the subject of show windows and much space in trade journals has been devoted to the subject of impressing upon the modern retail merchant the necessity of keeping his windows clean and full of goods with the prices on them, but there are yet many merchants who do not realize to the fullest extent that it pays to use their windows, just as there are a certain number who do not believe that advertising pays. For the principle nothing can be said, as it is too well established, but for the merchant who hesitates to apply the principle, it can only be said that his front door will seldom be battered by the hammering of fortune.

The show window furnishes the means by which a store looks out upon the world, and just as human features are the truest indication of the mind and soul behind them, so is the window of a mercantile establishment the best index of the character of the organization behind it. A slovenly window points to a shiftless store as certainly as unkempt features reveal an indolent mind. The most energetic sales force on earth would have difficulty in overcoming the handicap placed upon a store by a sloppy display window, and when it is accompanied by only ordinary selling efforts the result is really “trade-suicide.” Prospective customers judge a store by the appearance of its windows. If they are inviting, trade will profit thereby, but if they have a repulsive appearance the effect upon the buying public is about as appealing as the “gentle” persuasion of a low-browed bully with a club.

Poor Windows Counteract Other Advertising

An applicant for a position clothes himself in his Sunday best and tries to give a favorable impression to a prospective employer, but many storekeepers expect trade to be attracted by a seedy show window. A display window tells a stronger story than a thousand circular letters, and if poor, is powerful enough to counteract any good impression made by newspaper advertisements. A real estate dealer might put people in a buying mood by means of glowing description, but if the property for sale failed to live up to the expectations aroused by the publicity campaign, all advertising appropriations would be dead loss.

Many storekeepers, however, fill their hand bills, letters, and newspapers, with high-sounding phrases, and continue to allow their lowest talking assistant to go completely to seed. Few persons would believe the statement of a bloated looking man who claimed that he was a teetotaler, and, likewise, few persons believe the ads of a store which backs up extravagant talk with neglected show windows. A man who allows weeds to

spring up in his front yard is dubbed an idler by all his neighbors, and a parkway full of rubbish would almost give the lie to a palace. Why, then, do merchants expect a critical public to place a high value upon the character of a store whose “front yard” is only a dumping ground for mildewed stock accumulations?

No Need for “Freaks”

The idea that window dressings which do not embrace freaks of some sort, are useless for drawing trade, is a most glaring misconception of the principles of window display. Freak shows are all right as freak shows, but they are not great successes as window exhibits, and they cost money out of proportion to their value. There is another common mistake equally prevalent to the foregoing, and that is the practice of leaving the prices off articles displayed. Even if it is some odd article set down in one corner of the window, a price should be put upon it. It may mean the difference between sale and no sale. It is a notable tendency of human nature that constrains one to hesitate to enter a store and ask how much things are and not buy. This may be false pride, but it keeps people out, whatever the cause, and the effect upon the dealer is the same in any event.

Windows Not Looked “At,” but “Through”

Another mistake which is common, is the regarding of the glass in windows as something to be looked “at,” instead of “through.” Too many storekeepers cover their glass with window strips until the folks outside cannot see in, and those inside cannot see out. Windows were first made to let in light, and some merchants use that original fact as an excuse or explanation nowadays of their failure to make them do more. In the present age nothing is more out of place than the way things were “originally” done, and unless the store is still being lighted with candles and heated with a fire-place, then it is inconsistent to restrict the use of windows to merely letting in the light.

Any Windows Can Draw Trade

Some merchants become discouraged about their windows and neglect them because they are not plate glass. While it is recognized that plate glass is the best, yet it can be done without; and in making the best use of material at hand, it will be found that windows that are big enough to let in light are equally big enough to let in trade. To this end the windows should be kept talking with plain window signs and good goods, and the result will be that they will draw much business.

To be successful as an advertiser, the merchant must change his windows often. If business is being done in a

small town, once a week will generally suffice. It should be borne in mind that anything put in the window is very apt to be injured more or less by the light, and the most delicate things should be protected as much as possible. If for no other reason, it would be well to change windows often on this latter account.

Change Windows Often

If the merchant were paying good money for advertising space in a newspaper he would not think of allowing it to remain vacant for weeks at a time. yet some dealers leave window space display empty, or worse. Often it is more the result of thoughtlessness than of anything else, but it should never be allowed to occur. The windows of a store should be recognized as an index to the contents of that store—not all at once, but week by week. They should show one line at a time, but they ought to cover the whole stock by degrees.

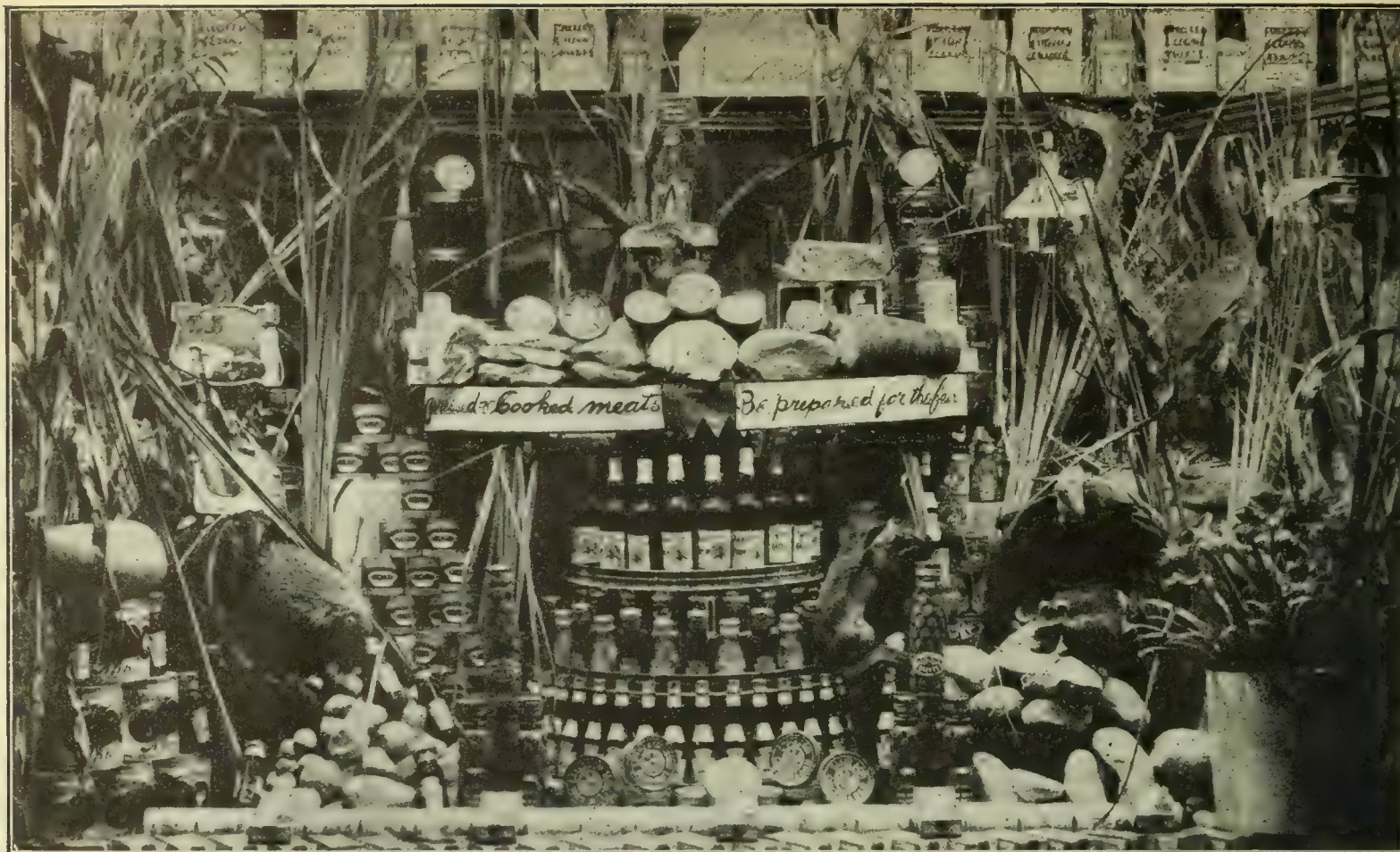
In dressing the windows, there are many little tricks in combining various lines of goods which will result in sales of the combinations where the individual items would not have attracted attention. Such plans are often of value in getting rid of unsaleable goods. But it should be emphasized that whatever is done in this line, it should be made plain to the people what they are getting and what it will cost. The price has much to do with the selling.

Rights and Wrongs of Display

That it pays to display goods in show windows, has been established, but there should be unanimity of opinion also as regards the rights and wrongs of display. The right way is to put in only one kind of goods at a time, and not to think that because a great variety of goods are stocked that they must be put in the window for fear people will not know that the rest are in stock. A window full of one class of goods will make a greater impression on the passerby than a combination of the various varieties stocked in the store, and in fact, the combination window would probably never make any sales. One thing at a time is about all that most of us are capable of taking in intelligently, and, if there is any doubt as to the planning of a window, its effect on any one individual should be taken as an example of its effect in general.

A window should compel attention, it should arrest the eye, and make the passerby look again for some specific reason. One of the easiest and simplest reasons will be because there is only one kind of goods in it. There may be a big lot of the same kind of goods, or only a few, but if there is only one kind, one good clear impression is conveyed, and it is not forgotten.

Positive and complete rules cannot be laid down in making a display of any kind of goods, as much depends upon the neighborhood, location of the store, and the shape and size of the windows. But goods suitable to the different seasons of the year can be used, and to help to do this systematically and intelligently, a calendar of window displays throughout the year should be kept.



A SUMMER WINDOW SUGGESTION.

Fancy Groceries vs. War Conditions

J. R. Henderson of Kingston, Ont., Believes in Carrying Small Volume and Good Assortment of "Luxury" Lines—Profits Cut Through Reluctance to Make Odd Prices.

THE war's effect on general business conditions in the grocery trade is a much-discussed subject, and a certain division of opinion is presented on its many phases. The question of the advisability of carrying fancy grocery lines, comprising the "luxury" class is one which has received much attention, and significantly has been granted a widely differing solution, largely based on the tendencies of the communities in which the particular business is located.

Mr. James R. Henderson, of the Italian Warehouse, Kingston, Ont., a large dealer in fancy grocery lines, is not altogether in favor of others' opinions, recently expressed, to the effect that fancy grocery stocks should be unloaded for fear of future developments, and that such dealers should accept first loss as best loss. Mr. Henderson is not in total disagreement with the opinion, for he believes that the volume of such stocks should be cut down, but he is in favor of retaining the assortment as a means of holding the class of trade who make spasmodic demands for fancy lines. Mr. Henderson pointed out to CANADIAN GROCER that a good assortment of fancy grocery lines could be stocked for an outlay of approximately \$300 on which a profit of \$75 to \$100 would be realized

when turned over. The value of retaining such an assortment does not lie alone in the profit accruing, and in fact its chief benefit lies in enabling the grocer to meet the occasional demands of customers for fancy lines.

Small Volume—Good Assortment

While the great bulk of the demand for fancy groceries in the city of Kingston has fallen off in equal proportion to that of other centres in the province, yet Mr. Henderson is of the opinion that by carrying a small volume but good assortment of fancy lines he will retain what trade is still on hand, and may possibly secure additional trade by being in a position to supply the wants of those who cannot have their demands met at other stores who have abolished or who have never carried such lines.

For the first time the effect of the war on fancy grocery lines is being noticed. Local conditions have much to do with the success or the failure of carrying such merchandize, and in Kingston the military element is the big factor. Many old established military families, and a large number of officers' messes in connection with the units stationed there, created a demand for fancy lines which continued for a long time after the war

started, and many of these families represented the Permanent Force, whose ranks have but recently been depleted. While their places have been taken, it has been found that the new arrivals do not create the same demand for fancy lines because temporary quarters are usually established and superfluities eliminated.

Small Grocer Loses Most

Mr. Henderson is of the opinion that the small grocer is losing more in volume than the larger ones under the prevailing conditions. In any case he recognizes that profits are not as big now as before the war, and this is in large part due to the fact that manufacturers indirectly make it almost impossible for the grocer to raise his prices to the consumer when his wholesale prices are increased. As an instance of this, Mr. Henderson pointed out that when an increase of 10c per dozen is made by the wholesaler it means the grocer should increase the price of his produce 5/6 cents each in the dozen. To begin with, the increase is fractional, and if made at all must result in either too much profit or too little profit on the individual article in order to maintain an even figure. Then again in case the article sells for 10c, Mr. Henderson pointed out that with

lack of organization, the grocers almost as a unit refuse to make odd prices, so that even though the advance was 12c per dozen on the wholesale price, the grocer would be almost compelled to stand the loss equal to the advance in price owing to his reluctance to make a price of 11c on the article.

Another phase of the situation in which the grocer's profits are being cut was pointed out by Mr. Henderson to lie in the fact that the bigger prices being paid for merchandize cuts the percentage of profit. As an instance the profit on a peck of potatoes selling at 14c formerly was 6c. At the higher price of 75c per peck, which was reached recently, the profit is 10c per peck. The percentage of profit on capital invested shows a big decrease in this case, and in addition,

selling costs have to be figured. Then, too, in case one peck of potatoes is not paid for, the merchant stands to lose 75c where he would previously have sustained but a 14c loss.

Speculation Eliminated

Mr. Henderson's statement that the small grocer stands to lose more than the large grocer, is based to a certain extent upon the ability of the large dealer to secure larger stocks with consequent better prices, but it does not involve speculation in foodstuffs, and Mr. Henderson is strongly in favor of the elimination of the element of speculation in grocery lines. He considers it but good business to watch the market and buy goods accordingly for protection, but he thinks the practice of buying up large stocks at a small margin of saving is

not only bad for the foodstuff market, but is inadvisable for the grocer himself, for he is taking long chances on prices dropping, to say nothing of the general bad effect upon retail trade.

Luxury Lines Soar in Price

All luxury lines and fancy groceries are away up in price, in fact some lines have soared to a 100 per cent. increase, but Mr. Henderson states there is still some demand which should be retained by the carrying of an assortment representing but a small outlay. In this manner there is protection for the merchant against heavy loss, and the additional advantage of holding what trade there is of this character, and of attracting other good business by being in a position to cater to the occasional demands for such lines.

The "Cash-Credit System"

Is It Possible to Devise an Automatic System?—How the Burned Child Fears the Fire

By Henry Johnson, Jr.

I HAVE before me a circular in which the "Cash-Credit System" is described. The idea around which this system is planned is that most losses sustained by credit-giving merchants creep in via the writing of the charges. As there is no writing of charges whatever in the "Cash-Credit" plan, it is heralded as the solution of the credit-giving merchant's most puzzling problem.

Under this plan the merchant opens an account by handing out a given quantity of "store money" and taking the customer's receipt therefor on a form provided for it. He files the receipt and the customer gathers up the "money." There is no further record or writing of any kind. There after the customer buys what he wants and "pays cash" for it—with the "store money," good only at this one store; for the "money" is stamped with the merchant's name.

If the amount furnished the customer is insufficient, he asks for more. If his credit is still good, the merchant gives him an additional lot taking a new receipt, which he files. In theory, the two receipts make the entire record. At the time agreed upon, the customer pays up in real money whatever difference there may be between the face of the receipts and what store money he may have left over.

Complete Equipment Provided

The devisers of this system have planned out a very complete outfit for its operation. This consists of:—

1. A special coin-register designed to facilitate the handling of this "money." It seems to be a change-making machine, each denomination of coin being held in a separate chute from which it is delivered into the hand by pressure of a key.
2. A quantity of the "money" in such denominations as may be agreed upon.
3. Memorandum receipts.
4. Receipt file.
5. Special "purses" for customers' convenient use.

6. A lot of form letters explaining the system for the merchant to mail to his customers.

Everything seems lovely. In fact, there is no reason in logic that I can think of why the merchant should not thereby be relieved of a lot of work and yet do business with the same customers.

Whether it works out so well depends on several factors. It depends on the makeup of the merchant's customers; on the character of trade to which he caters, and it depends on the character of the merchant himself whether his dollars-and-cents condition will be bettered in any way by the change.

Human Nature Element—A Story

Many years ago, Johnson & Son tried to side-step some of the work of running accounts, and we thought that the concentration of what a customer owed into one or two memoranda would make collection simpler.

So we took on some coupon books.

Naturally, we thought we should lose one or two "cranky" customers; but we were not prepared for what happened. Our trade was mostly among the simple working folk of our town those days—foundry men, machinists, railroad employees, etc. Well do I recall the first pay night when Mike Lyons, Andy McArdle, and Terry Cavanagh came, among others, to pay up.

I got through with several. Then I heard talk among the three mentioned. "But he won't let you have your owld buke—he does it anither way now," whispered Mike to Andy. "Well, he'll have to let me have moine," said Andy. So when Andy's turn came I put the case before him thusly: "You have done business here a long time and have been fairly treated. All that time we have trusted you; and it has cost us long hours of work, often late at night, to write and rewrite the items you have had charged. Now, we are going to keep right on trusting you for the goods, but we ask in re-

turn that you trust us to the extent that you do not ask us to write up your pass book."

Andy came across like a man, as I knew he would. New coupon books were issued. The first severe trial was when those men had to scrawl their names laboriously on the receipts, which were in the form of notes. Then the women gave their usual first-of-the-month orders; and I noticed how long their faces grew when we tore \$6.50 worth of coupons out of a \$10 book.

Heavy Loss Entailed Before We Woke Up

The unexpected happened. A fine customer—not a laborer, but a man of long business experience, declined to work the new system, saying: "Oh, no; I'd never think of signing a note for a few groceries. I have never signed a note yet and shall not begin now. We'll have to follow the old system or quit right here." Then he smiled with perfect good nature.

Then women who bought goods for coupons wanted a bill so they could check over what they got; and here we had to write the pass books as of yore. Some did not ask. They just quit. Mike Lyons, an old and valued customer, stood it a month; then paid up, and without asking any concessions or favors, said he did not like that method and would not order any more goods.

We were not relieved of any work. We were loaded with an extra lot of worry. The notes were as valuable as the old open accounts—no better and no worse. We lost such an appalling lot of good trade that, though we stood out for over a year, we gave up finally.

Where is the Weakness?

The promoters of this system indicate that it does away with disputes, because each transaction is closed by payment of "cash" right at time of purchase. But we found that the coupon holders sent their children and were not always satis-

(Continued on page 30.)

The Story of Yeast

How It Is Manufactured And Its Varied Properties — Wider Use For War-time Home-made Cooking Makes Knowledge of Manufacture Almost Imperative.

A WIDER market for prepared yeast in packages is being opened up to the grocery trade throughout Canada owing chiefly to the fact that so many people are making their own bread and cakes. High prices have also had much to do with the ever-growing popularity of home-made cooking. This fact makes it of importance that the retail salesman should know more about yeast than is the case usually, especially as the manufacture is really carried on on a very large scale. The following information is authoritative, having been secured from the chief chemist of one of the largest yeast factories, and should prove of interest to the trade.

"The individual yeast plant can only be seen with the aid of a good microscope and measures about one-four-thousandth of an inch in diameter. So that, when looking at the ordinary little yeast packet, one's glance rests upon some thirty million plants, and the cake contains twenty-two times as many separate individual yeast plants as there are people on the surface of the earth.

"If you take a small piece of yeast and dissolve it in a glass of water and examine a drop of it under a moderately powerful microscope you will see thousands of small, semi-transparent egg-shaped bodies. These are the yeast plants and a cake consists merely of millions upon millions of these organisms pressed together. If an ordinary yeast cake were magnified so that each yeast plant appeared about 2 inches in diameter, the cake would closely resemble a pile of eggs 800 feet square and some 200 feet high.

"So although the yeast plant to the ordinary man is exceedingly small, it is still large enough to contain a dozen or more elements and present a most complicated organic structure, and is capable of exhibiting the vital phenomena of food assimilation and excretion of waste, growth and reproduction.

Science in the Factory

"Now, as yeast is a plant, the same as a cabbage, an onion, or, let us say, more like a mushroom, it follows that the yeast manufacturer is nothing more nor less than a scientific farmer, scientific because he controls all the conditions that influence his crop and his business is to grow yeast under such ideal conditions that each plant will be in the prize-winning class.

"In the first place, he manufactures daily the soil or media in which the yeast grows. Yeast will grow on or in anything that contains sugar, soluble proteins and the necessary inorganic mineral matter. So it often happens that a few yeast cells that are always floating

about in the air find their way into a bottle of grape juice or a barrel of cider, and there, growing and fermenting, soon render these beverages unfit for the strict abstainer.

"In the commercial manufacture of yeast, however, we use a carefully prepared extract of grain made from corn and malt and malt rootlets, technically known as "sprouts."

"The corn is cleaned, ground and cooked with water under steam pressure; then after cooling to the proper temperature, ground barley malt is added. This exerts a most remarkable action upon the cooked starch. If the cooked corn is tasted before the addition of the malt it resembles ordinary unsweetened oatmeal; but an hour or two after it will be found to be very sweet, and chemical analysis shows us that all the tasteless starch has been converted into sugar. This wonderful change is brought about by the action of a substance in the barley malt known as diastase. It is a wise provision of nature that the foodstuff stored up in the grain for the growing embryo is in the form of insoluble starch.

Necessary Foodstuffs

"Under natural conditions the grain of corn, wheat or barley drops to the ground in the fall of the year, and lays there till the following spring, exposed to the rain, snow and frost. If the seed contained sugar as foodstuff for the germ it would be washed out and lost long before the germ started to grow in the spring. But this foodstuff, the starch, must be rendered soluble before it can be utilized by the growing plant, before it can flow up through the capillaries of the little sprouts and down into the first rootlets and supply them with nourishment till they are long enough to take hold of the soil and obtain food from the ground.

"So, with the warmth and moisture of the spring there is developed in each grain this remarkable substance known as diastase, which has the power of converting starch into sugar and so rendering the foodstuff available for the growing plant.

"But nature, always prodigal and generous in matters pertaining to the preservation of the race, makes about fifteen times as much diastase as is necessary to convert the starch of the grain into sugar, and it is this excess that is utilized by the distiller, the brewer and the yeast maker to change the starch of his corn into the sugar required by the yeast.

"It is the duty of the maltster to imitate closely the weather conditions of spring the year round. The barley or other grain to be malted is first soaked

in warm water, then spread out on the floor in piles. It is turned over at frequent intervals and in a few days the little rootlets make their appearance. But a more profound and important change has taken place within the kernel, namely, the appearance of the diastase. In about a week the growth is stopped by drying the grain. The little rootlets become brittle and are shaken and the grain now known as malt is ready for the yeast maker. All grains may be malted, and we may have corn malt, wheat malt, or rice malt, but for the yeast maker barley malt has been found to be the best.

"After the addition of the malt to the cooked corn, and after all the starch has been changed to sugar, the malt rootlets are added, because they are very rich in yeast food in the form of soluble protein. This mixture of corn, malt and sprouts in water, which is called a mash, is now put through a purifying process.

"Metchnikof told us that if we would drink plenty of sour milk, especially that soured by the *Bacillus Bulgaricus*, we should kill off all the age-producing bacteria and replace them with the more beneficent flora. Long before the *Bacillus Bulgaricus* was used to purify the human system, the distiller and yeast maker were souring their mashes for the same purpose.

Inoculating the Malt

"The mash is inoculated with a pure culture of a lactic acid producing organism, which not only inhibits the growth of all undesirable organisms, but predigests the proteins and makes them more easily assimilable by the yeast. This process goes on for about eighteen hours, and then the mash is pumped to the filter tubs and the liquid or grain extract containing all the goodness of the grain is filtered off and the grain residue washed with boiling water till all the soluble foodstuff is removed. It is this liquid that contains the ideal yeast food, and it is in this liquid that the yeast is grown. All these operations are merely preparing the soil for the seed yeast.

"This rich and sterile grain extract is now carried to huge copper fermenters. These tubs are 12 feet in diameter and 20 feet high, and hold nearly 20,000 gallons each. In one great plant there are in one room alone twenty-four of these fermenting vats. The capacity of these tubs is over 25 tons daily, and the total capacity of the factory is over 100,000 pounds of yeast every twenty-four hours. This gives you some idea of the size of the business.

Now, yeast is a kind of a microscopic mushroom, but far surpasses the mushroom in rapidity of growth. Each of these tubs of grain extract are seeded



Making the store attractive in summer time. Displays that add to the store's selling force. The fruit display of A. G. Bain & Co., Hamilton.

with 100 pounds of seed yeast every day and the following day the yeast has grown and multiplied over twenty times, so that each tub will contain more than 2,000 pounds of yeast floating about in its liquid.

"The yeast seed referred to does not differ from the ordinary commercial yeast except that it is carefully preserved from contamination till used and is made from an absolutely pure culture, which means that it contains no foreign bacteria and that the millions and millions of plants of which it is composed are the direct lineal descendants of one parent plant! In other words, it is selected just as the farmer selects his seed corn.

Yeast Multiplies by Budding

"Yeast multiplies and grows by a process known as budding. A single yeast plant floating in grain extract after 20 minutes to half an hour shows a slight projection on one side. This projection or bud soon enlarges and grows till it is nearly as large as the original plant. Then it, too, puts out a bud, and before this is full grown the first plant puts out another bud. And this process continues until twenty or thirty buds are formed, attached one to another in a sort of branched chain. Then the ripening out process occurs, when all these separate one from another and float about singly. Now, if fresh food is added in the form of grain extract each one of these free floating plants will start to bud and form a new family. It is the

aim of the yeast maker to press and sell only mature plants without buds, for, like children, the young plants will not stand shipment and old cells lack strength.

"The method of preparing yeast from a pure culture and growing tons of yeast from a single yeast plant is interesting.

"First, a small quantity of yeast, consisting of only a few million plants, is placed in a large bottle of clear sterile grain extract and thoroughly shaken to separate the plants. Then minute drops of the liquid are placed on a glass microscope slide, carefully covered, and each drop examined attentively with the microscope. A drop is sought containing one single yeast plant and nothing else. When one is found it is marked and the slide put in the incubator till next morning, when this drop will be seen to contain twenty to thirty plants. The drop and the yeast it contains is then transferred to a small flask of grain extract by means of sterile platinum wire. This is incubated for twenty-four hours, when it will contain yeast plainly visible to the naked eye. This yeast is then poured into a quart bottle and after twenty-four hours' growth is transferred to a 5-gallon bottle, and so on, the 5-gallon to a 200-gallon, the 200 to 2,000, the 2,000 to 20,000, and the yeast from this will be more than sufficient to stock or seed tubs yielding over 100,000 pounds.

"If the yeast plants made in a single day were placed side by side, small as they are, the chain so formed would span

the distance from the earth to the sun, about 95,000,000 miles, with seven strands. It has been explained how this amount may be grown from a single microscopic plant in less than ten days, which means that the aggregate linear growth is at the rate of 50,000 miles per minute.

"Now let us return to our commercial problem. We left our yeast fully grown floating about in the huge copper fermenters. It only remains to separate it from the liquid and press it into cakes.

"Most of the liquid is removed by centrifugal machines similar to the cream separators of the dairy, only in this case the cream contains the yeast. It is further dried in filter presses and finally pressed in boxes, under eight hundred pounds per square inch. In this form it is shipped to distributing agencies, where it is cut and wrapped by machine and sent out over the country.

By-Products

"This is the day of by-products. First we have the grain residue from which the water soluble matter has been removed. It still contains over twenty per cent. of protein and ten per cent. fat, and when dried makes a valuable cattle food known as dried yeast grains.

The liquid in which the yeast was grown and which was separated in the process of pressing the yeast contains about 1½ per cent. of alcohol.

"Whenever yeast come in contact with sugar it breaks it up and converts it

into carbon di-oxide and alcohol. It makes no difference whether it is in a distiller's tub, a bottle of grape juice, a fallen apple or in a loaf of bread, alcohol and carbon dioxide are produced. In the bread it is the production of carbon dioxide gas that fills the loaf full of all the little holes, while the alcohol is evaporated by the heat of the oven. This is a by-product of the bakery that is lost. An effort has been made to save this, but thus far no practical method has been found.

In the manufacture of yeast, as we have seen, a small amount of alcohol is produced as a by-product. This is separated and converted into vinegar known as white spirit or grain vinegar, and is largely used in pickling houses.

"There are other products formed during fermentation, such as glycerine and succinic acid, but up to the present it has not been found a paying proposition to purify them.

Why Yeast is Used

"There are good reasons why the use of yeast in bread making has not become a lost art. A few years ago you would have been told that yeast is used to raise bread, but we now know that this is the least important of its functions. It has long been known that beri-beri and scurvy are brought about by the lack of certain substances in our diets, and the name of "vitamines" has been given to these. In the proper milling of wheat the "vitamines" are largely removed with the bran, but this is of small consequence in the case of yeast made bread, for yeast is rich in these substances. In fact, it was from yeast that Funk first extracted them and today this prepared yeast extract is used in the treatment and cure of beri-beri. The use of yeast makes bread a healthy food. Further, the yeast attacks the raw gluten or protein of the flour and makes

it more easily digestible, and it exerts a similar effect on the carbohydrates.

Food Value of Yeast

"The intrinsic food value of the yeast itself must not be overlooked. The dry substance contains over fifty per cent. valuable muscle and brawn building material, the vegetable protein as well as glycogen and nuclein, food for the brain and nerves.

But above all, yeast by its digestive action on the constituents of the dough changes the raw flavor of the wheat and replaces it with the flavor of bread. Efforts have been made to replace yeast in bread with baking powders and compressed air and gas, but for some reason we soon tire of bread so made, while yeast made bread can be eaten every day in the year (if you can get it) and three times a day and we still want more."



GOVERNMENT NOW GRADES BUTTER

(Continued from page 24.)

der 82 points. This butter shall be known as "off grade" or "culls."

Description of Grades.

FIRST GRADE—

Flavor—Sweet, fresh and clean for season when made, or sweet and clean if held.

Body and grain (texture)—Waxy, not too much moisture.

Color—Even, no streaks or mottles, not too high.

Salting—Not too heavy if salt butter. Salt all dissolved.

Finish—Good quality parchment paper lining, neatly arranged, bright, even surface.

Packages—New, well made and of good material. Boxes to be right size to hold 56 pounds net of butter, when properly filled, paraffined on inside, neatly branded. Boxes of uniform size.

SECOND GRADE—

Flavor—Not quite clean or other slight objectionable flavors.

Body and grain (texture)—Salvy; overworked, too much moisture, but not over 16 per cent.

Color—Slightly mottled or streaky; too high or objectionable shade.

Salting—Too heavy; salt undissolved or unevenly distributed.

Finish—Poor quality parchment paper lining; lining not arranged to protect the butter, mould on parchment paper, rough uneven surface, package not properly filled.

Packages—Must be fairly clean and sound.

THIRD GRADE—

Flavor—Very stale, very strong stable

flavor or anything inferior to second grade.

Body and grain (texture)—Very salvy or mushy.

Color—Very mottled or otherwise inferior to second grade in regard to color.



THE CASH-CREDIT SYSTEM

(Continued from page 27.)

fied that we had charged only what was right—we had to "show 'em" by writing bills. I suspect that this same trouble will inhere in this system.

And, why?

Because the deal is NOT on a cash basis, no matter how like that it looks. If the deal were for cash, the merchant would hold the whip hand. He would want to be fair, of course; but his own judgment would rule finally. Dealing in "store money" he has no such strength of position, for the customer has not paid for his goods as yet.

I believe that some merchants can make use of such a system. There are many who have used coupon books advantageously. The merchant must take stock of himself, his store and his customers; but most of all of himself. I am firm in my opinion that the man who can operate any substitute system can be successful with the old-fashioned, time-tried ways. And, conversely, I never have thought that a man who always looks for some way to obtain back-bone outside of himself has the elements of success in his make-up.

My experience leads me to favor the credit business; but maybe that is because I was very successful with it. But, again, I was successful because I paid

very close attention to my accounts. I made rules and then felt that those rules were made to guide me as well as those around me. I took my own medicine and did not break rules formulated on the facts as we learned them in the business.

If a merchant takes his credit business seriously and pays it proper attention, he can be successful in handling it no matter what system he may use. If he does not regard it seriously, if he fails to sense the fact that the investment in accounts is as valuable as the same investment in merchandise and act accordingly, he won't succeed, no matter whether he uses a particular system or none at all.



YARMOUTH LOBSTER CATCH.

Consul John J. C. Watson, Yarmouth, Nova Scotia, Canada, reports that during the season 1916-17 there were 44,101 hundredweight of lobsters, valued at \$537,300, caught in the Yarmouth district. Of this total 14,085 cases were canned, and 18,202 hundredweight were shipped in shells to the United States and other parts of Canada. The average price was \$12.18 per hundredweight. During the 1915-16 season the catch was 60,754 hundredweight, which was valued at \$614,946. The average price during that season was \$10.12 per hundredweight.

In spite of the fact that lobsters were scarce, the past season was fairly successful, owing to the good price brought by live lobsters.

The prospects for next season are not bright owing to the likelihood of the British embargo being continued and the likelihood of the British embargo being continued and the scarcity of tin for canning lobsters.

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

LESSON No. 5

AT THE outset of this new series of cardwriting, which began at the first of this year, we endeavored to give our readers something out of the ordinary in the cardwriting line and we think we have succeeded so far and expect to keep up the good work.

We believe that each lesson as it is published will be more interesting than its predecessor and that each time we shall succeed in springing on you something new which will be exceedingly beneficial to your cardwriting studies.

Now the idea of this present series, as we have previously mentioned, is to give you new letter formations for show card work. All of them are to be of the most practical nature and formed so as to take as few strokes as possible for their construction.

Your attention is called to the alphabet shown in the chart of this lesson. Here we have reproduced one of the very few letter formations of its kind. It is entirely composed of straight lines, no curved strokes being used. Of course this form of letter is not for use where



tions may become so firmly impressed on your mind as to render no reference to the chart necessary as far as the type is concerned. We are giving you no practice exercise this month on account of so much sameness of the strokes, but don't neglect to practice each stroke thoroughly.

Keep your pen nibs in the best of shape, clean and in good working order. Wash them out in clean water after being used and better results will be obtained.

Use a heavy black carbon ink for pen lettering "mat designing and mat bevelling for show cards." We all want to learn everything we can about our particular line of business and we should at least be on the lookout for something new, so here is something which is a very important factor to a show card writer and one which means dollars and cents to him or her when it is mastered. This work is mat designing and mat bevelling for show card purposes. It is a big subject so we must take it step by step that no stage in this work may be missed.

We will first explain what this work is.

In a few words it is making fancy and plain designs and cutting them out of mat boards and having all the edges of the mat bevelled.

The following are a few of the varieties of these cards.

Straight bevelled outside edges.

Straight bevelled cut out centres.

Fancy bevelled outside edges.

Fancy bevelled outside edges with cut out centres.

These are a few of the many uses of show card bevelling and if you are able to master them all this month you have done a big work.

Of course it is advisable to start at the easiest end of the work which is



Fig. 1.

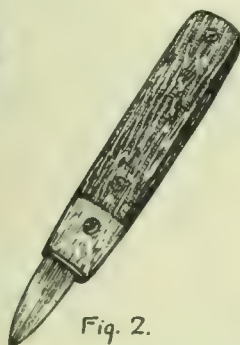


Fig. 2.

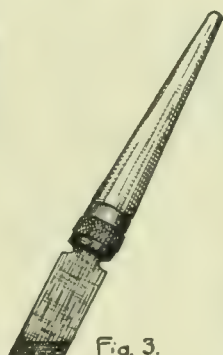


Fig. 3.

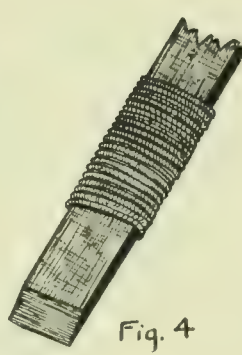


Fig. 4.

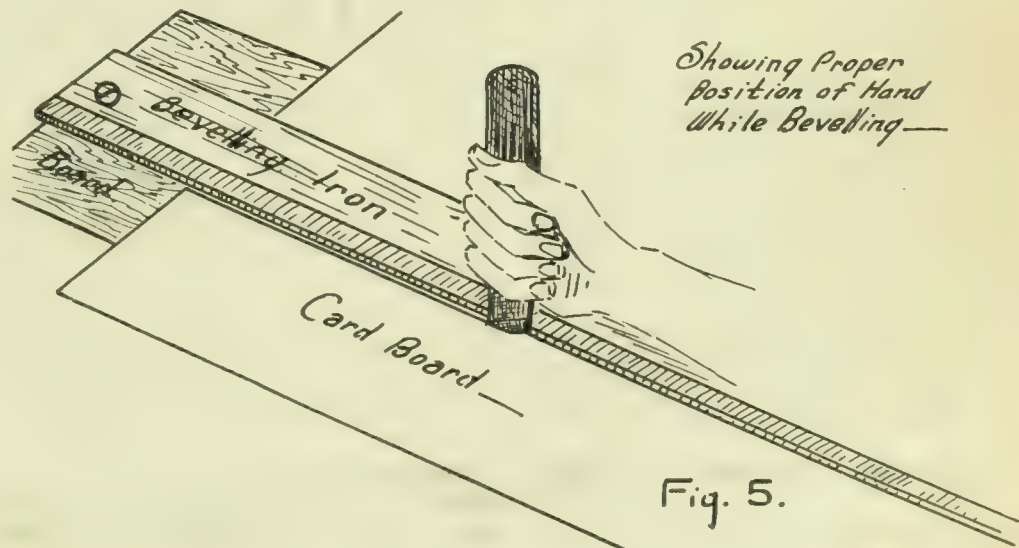
cards are to be made rapidly and turned out in large quantities but is for use on the better class of show card which in turn will be used in the better class displays. As we mentioned before this is a most practical type of formation and can be executed very quickly for the class of work for which it is intended.

The alphabet was made with a round writing pen with the one stroke method. That is, one stroke of the pen completes each stroke as they are numbered.

While this is a very suitable alphabet for the pen it can be made equally effective with the brush. But the pen makes better small lettering, and, as small lettering looks better on better class cards it is advisable to practice with the pen.

For ordinary use a No. 1½ or No. 2 nib is best. You will experience a great deal of difficulty at first in getting the cross strokes straight but perseverance in practice will eliminate this. It is advisable to mark the letters out minutely with pencil before attempting the actual

work, then you can work ahead without any worry as to spacing, etc. It is advisable to spend considerable time in practicing this alphabet that the forma-



Showing Proper
Position of Hand
While Bevelling—

Fig. 5.

straight line work. This is much easier than the curved, because it can be done with a bevelling iron or any straight edge. Start at this first, therefore, and when you have mastered how to hold the knife or chisel, you may proceed to the more difficult work.

Tools to Use

Many are the varieties of tools used for mat board bevelling and, of course, each mat cutter has his own opinion as to which is the most practical method. In reality it is all a matter of what you get used to, so you will have to find out for yourself.

Experience has taught us that a thin blade with an almost right angled cutting edge is the most practical. This blade should be ground down just like a fine chisel with its bevelled point running back almost an inch. The point is thin, quite thin, and it cuts into the cardboard very readily and without the resistance which is caused by the thicker blade. Refer to Fig. 1.

This illustration shows a tailor's cloth cutting knife with the blade cut down to a chisel point, as previously explained.



The blade was broken off and ground down on an emery wheel and finished off on an oil or whet stone.

This gives it almost a razor-like edge, and if taken proper care of should last for years. All it requires from time to

time is to be rubbed up on the oil or whet stone. The handle of this tool is of wood and brass, and the set screw, which is the lower one, holds the blade in place. This can be obtained at some hardware stores.

Fig. 2 shows the same style of handle with a pointed blade in it. This style does the work very well, but in our estimation not so well as the former. Both sides of the blade are cutting edges. No. 3 shows a style as catalogued by a card-writing supply house, and is a very practical type. It has met with great success throughout the American continent.

No. 4 shows a home-made device for mat bevelling. This is a small carpenter's chisel, made exceedingly sharp, with thick, soft cord wrapped around it to form a handle. The wooden handle of the chisel is left off. This tool can be used in case other devices are not obtainable.

Fig. 5 shows the proper position to hold the bevelling chisel when doing the work. Note the angle at which the chisel edge is held while cutting the card. This illustration also shows the bevelling iron's straight edge. This tool you can have made. Its size is two inches wide by about thirty inches in length, with the left hand side bevelled as shown. This iron is fastened onto a board about six inches wide and the same length as the iron, which is screwed to the board through a hole. The cardboard is placed underneath the iron and the end nearest you is held down firmly with the left hand. This holds the cardboard tightly in place for cutting. In order to get a clean cut bevel always place a piece of waste cardboard underneath the card to be cut.

If an iron bevelling iron is not obtainable, one can be made from a piece of good hardwood. This has proved as satisfactory and much more easily obtained, but is only good for straight edge bevelling. It should be made by an experienced carpenter, so as to have it perfectly smooth.

Kind of Cardboard to Use

The kind of cardboard used for making

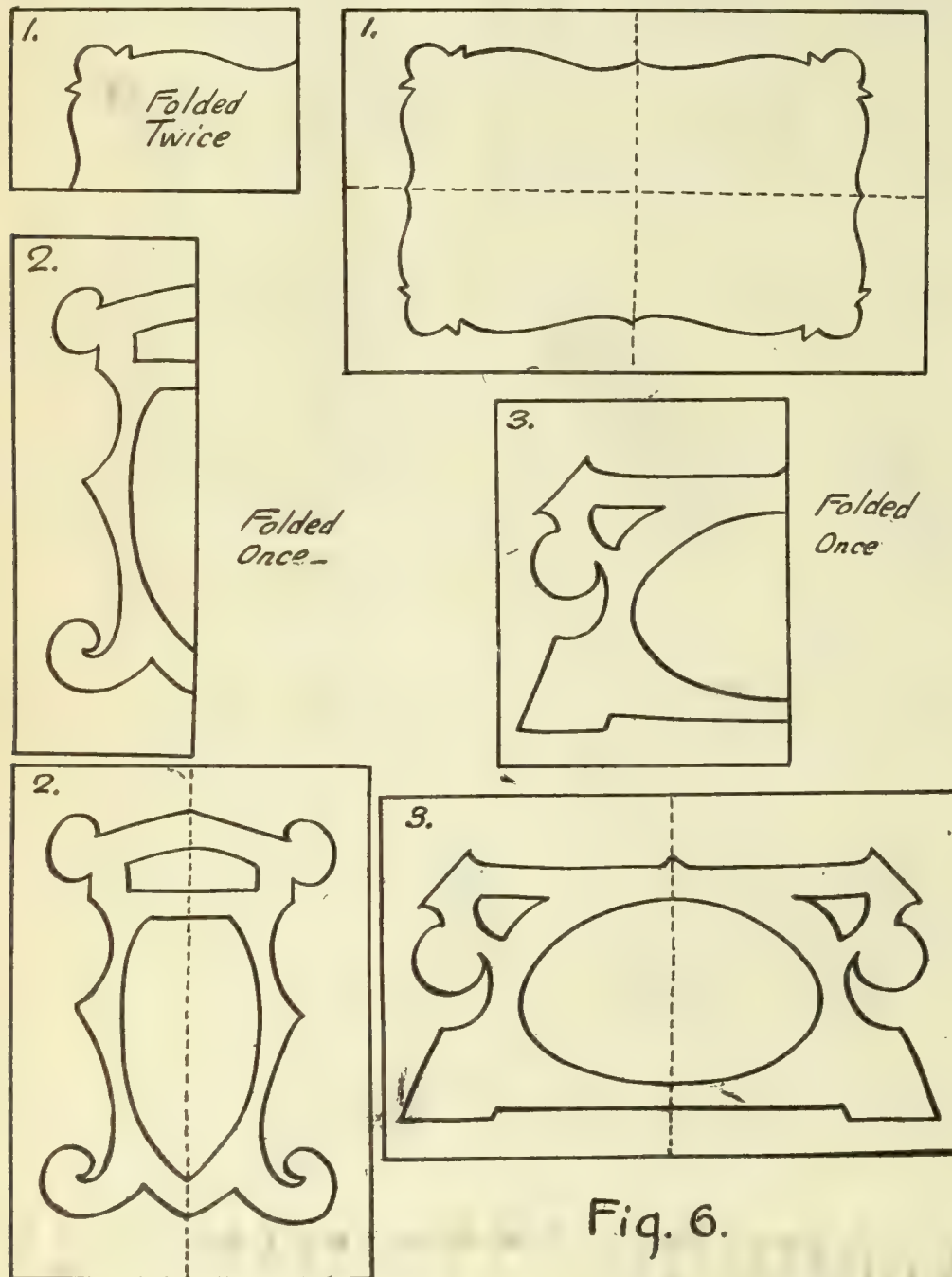
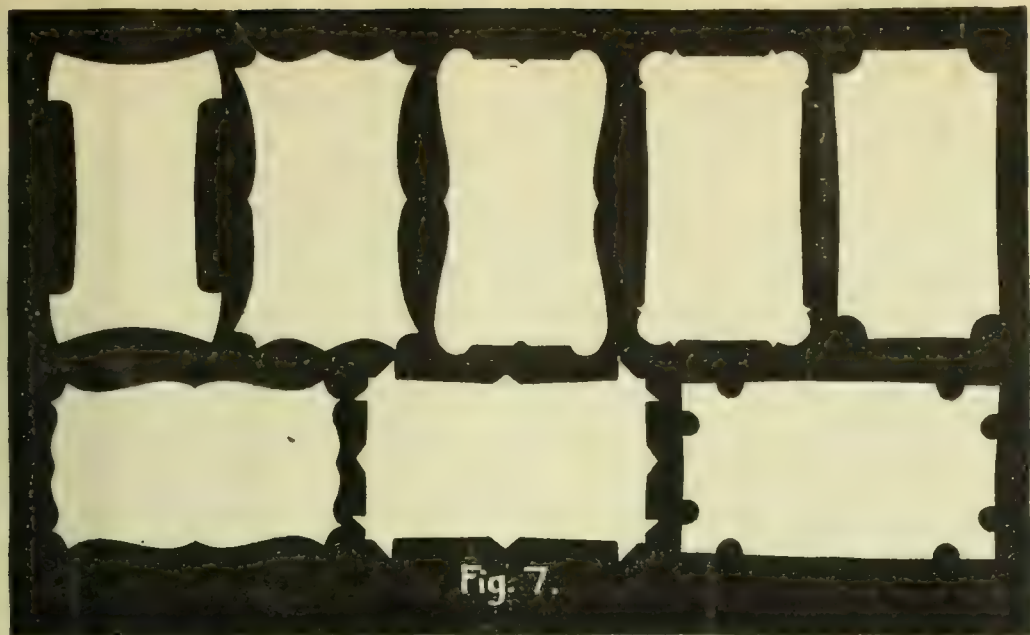


Fig. 6.



bevelled mats and show cards is known as mat board. This can be obtained from mat board manufacturers. Of course plain white and colored railroad boards

but the quickest and most practical is the one illustrated in Fig. 6. This is, quite simple and you most probably have done this before.

In Fig. 6 we have three different classes of designs. The first shows a design with all four corners the same. This is obtained by folding over twice as

cardboard and trace around the edge with pencil and bevel.

The second illustration shows an upright design which is obtained by just folding the paper over once lengthways. Then by placing carbon paper against the opposite side and retracing the pencil drawing the full design is obtained as shown in the lower drawing.

The third illustration shows a pattern for a landscape card. This is obtained the same as the other only that the paper is folded crossways.

These patterns are placed upon the cardboard, that is to be bevelled, with carbon paper underneath, design is then retraced. Thus you have the pattern on the card ready to bevel. After this is done neatly place behind the centre opening some other color card. This is to be stuck on with glue or paste. When dry the card is ready to letter. The lettering is to be put on the insert card.

No. 7 gives a few suggestions of designs which are obtained by the same method as shown in the first illustration of Fig. 6. These can be used for the outside design of show card or the inside design to be cut out. Many others can be made.

Fig. 8 shows a few attractive designs



can be used but are not as good for beveling as the thicker mat board.

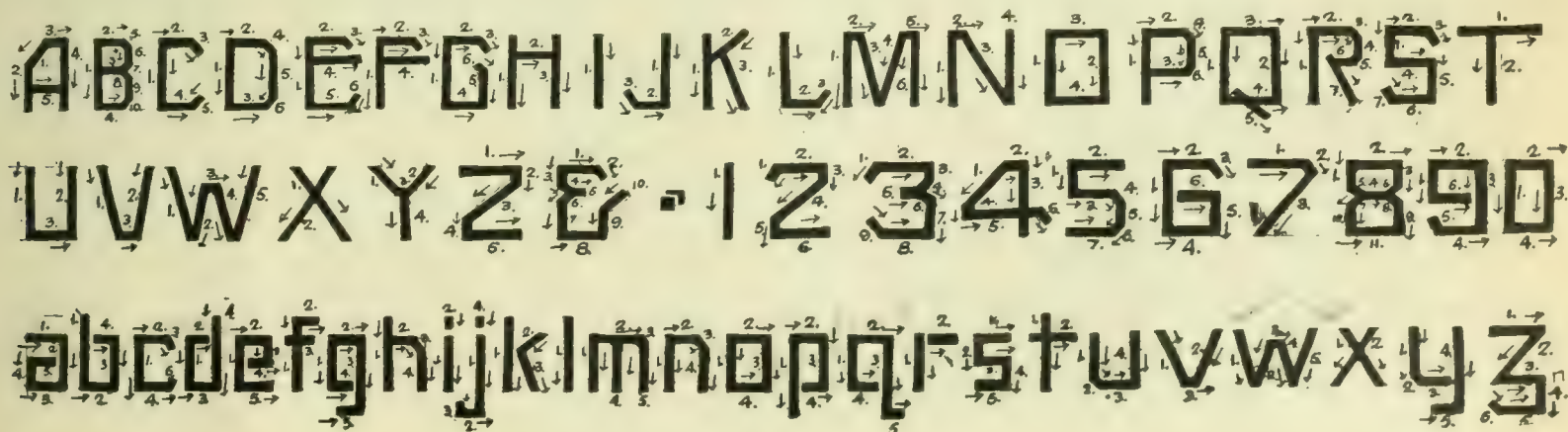
Designs

There are many ways which you can get the various designs for fancy mats



indicated by the dotted lines, a piece of plain paper, the same as the card. When this is done draw quarter of the design in pencil as is shown in the left drawing. Then while it is still folded cut it out with a pair of sharp scissors. When opened you should have all four sections the same. Lay this pattern onto the

of the more difficult nature. These are all for cut out mats and are to be bevelled on both outside and inside edges and are to have a piece of cardboard set in behind the centre opening. In the case of the two outside top ones the top openings should be filled in as well. These spaces may be used for the firm's name.



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Vol. XXXI.

TORONTO, AUGUST 3, 1917

No 31

THE new developments in mail order competition as outlined in this paper two weeks ago are causing untold concern not only among retailers but among wholesalers and manufacturers in Canada.

* * *

THE British Press is not inclined to submit calmly to such censorship muzzling as kept in darkness the terrible conditions revealed by the report of the Mesopotamia commission. *Canada* says:—

There is not the least doubt but that the scandalous state of affairs disclosed in this report would have been instantly checked had exposure been possible. The policy of hushing up such utter ineptitude and gross carelessness has cost us dear, and we must see that it can never happen again.

* * *

WILLIAM Francis O'Connor, K.C., Canada's Acting Cost of Living Commissioner, who has created such a sensation in Canadian packing circles, is a Halifax barrister, lecturer in the law and medical faculties at Dalhousie University. He was born in Halifax in 1873, and was called to the bar in 1898. He was an unsuccessful candidate for the Legislature in 1906, and has been a member of Halifax Board of Control. Commissioner O'Connor reports that "high prices and fair prices are not necessarily different things." It would have been much better had this attitude of mind been reached before rather than after the inquiry.

NEED FOR ORGANIZATION

THE Forest, Ont., *Free Press*, says editorially:—"Business Men Organize. The summer half-holiday problem in Forest is still in an unsettled and unsatisfactory condition. What Forest needs,

probably more than anything else, is a business men's association. Such an association could arrange the holiday question and other matters of mutual concern in the best interests of the town as a whole. Such an association, working in harmony with the farmers' organizations, should be able to retain to the town merchants practically all of the trade that is now going direct to the cities, and do it in such a way that both town and country would profit thereby. Why not organize at once?"

The foregoing might be said of a good many towns in Ontario; in fact, in all other parts of Canada. The oldtime proverb, "Competition is the Life of Trade," is giving way to the newer slogan, "Co-operative Competition is the Life of Trade." There is a great need for local business men's associations in most of our towns and cities. It is true that in a number of places the merchants work together in a harmonious manner. We could name several towns where competitive merchants a few years ago were hardly on speaking terms. To-day they have their local association and all matters, such as early closing, half-holidays, co-operative deliveries, donations, etc., are taken up in meeting, thoroughly discussed and amicably settled. Many of these merchants have found that their competitors are not such bad fellows after all. CANADIAN GROCER is heartily in favor of retailers' associations. We have always encouraged them and endeavored to assist them in every way possible. There are many business ills which can be eliminated by a good live association. Useless price-cutting is frequently overcome by co-operation, and while we advocate the elimination of reckless price-cutting, we do not encourage associations to go to the other extreme and fix prices on commodities which should be regulated by fair competition.

A great amount of the business that is now being lost by the small town to the big mail order houses could be kept at home if there was a greater degree of co-operation between the merchants of the town, and residents of the community in general. By co-operation the merchants would increase the prominence of their town as a trading centre; by interchanging ideas they could form a closer connection with modern merchandizing; they could greatly assist in community building, a feature of town and country life that is being overlooked in most small towns; they could formulate plans to improve the general appearance of the business section as a whole, and incidentally make their stores more attractive. Last, but not least, the merchants should advertise in their local newspapers, liberally, but intelligently. Spasmodic advertising, while beneficial to a certain extent, does not produce desired results. The merchant to secure results must, and should advertise regularly.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

Lieutenant E. H. Turnbull, of the staff of Baird & Peters, Ltd., St. John, is home on a short furlough after an extended period of service at the front.

Andrew McNichol Gibson, formerly employed with the Willett Fruit Company, Ltd., St. John, has been reported wounded in France. He went over with the first contingent.

The sardine catch in the Bay of Fundy is reaching large proportions, promising a generous supply of this article of food. The salmon run has continued later than usual but is expected to end almost any day.

With the new potato crop from two to three weeks behind its usual state of progress, the stock of old potatoes has proved insufficient in New Brunswick and the price has reacted accordingly. Some retail sales are reported recently at \$9. per barrel.

Arthur Hickson, formerly traveller for W. F. Hatheway & Co., Ltd., St. John, who enlisted in the ranks went overseas with an infantry unit, has given up his sergeant's stripes in order to get to the firing line and crossed to France this month.

Retail merchants of St. John have decided to observe their next dollar day on August 22. A committee appointed to ascertain whether the sentiment of the merchants was in favor of continuing to hold two dollar days in the course of the year reported that the demand for both days was almost unanimous, owing to the success of previous sales.

Under an amendment to the New Brunswick prohibitory act, which goes into effect on August 1, the tax on grocers handling temperance drinks containing alcohol, has been fixed at \$10. per annum, in incorporated towns and at \$5. elsewhere. Other stores pay as high as \$25. and agencies \$200. This does not apply to aerated waters or other beverages containing no alcohol.

Quebec.

J. Plamondon, Quebec, Que., grocer, is selling out.

U. Desmarais, grocer, St. Johns, Que., suffered loss by fire.

G. Jubinville & Co., grocers, have been registered at Montreal.

Rock City Tobacco Co., Inc., Quebec, Que., suffered loss by fire.

John E. Turton, 55 St. Francois Xavier street, Montreal, has opened in the grocery brokerage line, having a wide connection with the trade.

J. E. Hunsicker, grain merchant, Montreal, is holidaying for a fortnight at St.

John, New Brunswick. In his absence, Mr. P. Rosseau is in charge of affairs.

The city travellers of L. Chaput, Fils, et Cie, Montreal, took their annual holiday last week. Amongst the number were: A. Geoffrion, H. Lamarche, H. Contant, J. C. Duclos, L. Durocher, C. Cote, G. Hardy, V. Lamarre and Joseph Normandeau, the last named having been with the firm he represents for over thirty-five years.

Stevens & Co., manufacturers' agents, St. Nicholas St., Montreal, have been appointed agents for the Puritan Chocolate Co., New York, also for Listerated Gum, made by the Common Sense Gum Co., New York. Stevens & Co. have appointed Lloyd, Locket & Co., Winnipeg, as their agents in the West for the latter line.

Wedding bells were gaily rung in honor of the marriage on July 11th, at Joliet, Que., of Mademoiselle Yvonne Dufresne, daughter of M. Joseph Dufresne, Joliet, to M. Antonio Bellerose, M.D., The wedding was solemnized by Sa Grandeur Mgr. J. G. L. Forbes of Joliet, and many cordial congratulations from friends far and near were given to the happy couple. Mr. Joseph Dufresne is a leading wholesale merchant in Joliet, and one of the largest manufacturers of biscuits in Quebec Province.

Western Provinces.

D. R. Martin, general store, Harris, Sask., has sold out.

Vancouver, B.C.—E. G. Chadwick has sold his grocery business.

Kinley, Sask.—M. Bloomquist has commenced the grocery business.

Darmody, Sask.—A. M. Johnson, grocer, has commenced business.

Big Stick, Sask.—E. Palmer has commenced the grocery business.

Carievale, Sask.—E. J. Coade, general merchant, has moved to Rouleau.

Winnipeg, Man.—J. Jaffe, grocer and butcher, has commenced business.

Murrayville, B.C.—Seth Wilton has sold grocery business to E. Y. Porter.

Redberry, Sask.—Frank Zarowny has commenced the general store business.

Lacombe, Alta.—R. G. Gilmore, grocer and baker, has sold stock to G. Laycock.

Camrose, B.C.—D. H. M. Little has commenced the general store business.

Regina, Sask. — Farmers' Trading Store has commenced the grocery business.

Fire at the Glenrose Cannery, New Westminster, B.C., recently caused a loss of \$1,000.

Tribune, Sask.—H. A. Sprague, general merchant, has been succeeded by Sovig & Melby.

Lipton, Sask.—M. Braunstein, dealer

in dry goods and groceries, has commenced business.

Edmonton, Alta.—New Dalton Grocery has been succeeded by Steve Jachneci & Joe Janishevski.

Lipton, Sask.—Mrs. H. Fannie Brudie has been succeeded in the grocery business by H. Koplevitch.

J. H. Lamb, president of the Union of Alberta Rural Municipalities, Edmonton, has been chosen representative for Alberta on the Advisory Committee to Hon. W. J. Hanna, Food Controller.

D. H. Bain Co., Winnipeg, have taken agency in Western Canada for the Pioneer Live Stock products, London, Ont., makers of stock feeds, bird seed, etc.

Christie Grant, Limited, Winnipeg, a large mailing order house, have decided to abandon the grocery end of their business. They are doing little buying, and the stock will be gradually sold out. Stock should be sold out by about September.

Newfoundland.

The Reid Newfoundland Co. of St. Johns, are erecting a cold storage and fish freezing plant, three stories high. The storage rooms will have a capacity of about 10,000,000 pounds of fish. They are also planning to build six branch houses at different points with an approximate capacity of 500,000 pounds each.

Ontario.

J. Stevenson, groceries and meats, Hamilton, Ont., has sold out.

James Dobson, general merchant, Bronte, Ont., recently had his store burglarized.

J. H. Price, formerly liquor merchant of St. Thomas, Ont., is establishing a grocery business.

Peter Purves, who has conducted dry goods and grocery business in West Lorne for five years, is retiring from business and selling out.

A new flour and feed mill for Davidson & Smith is to be constructed in Fort William. The McKellar mattress factory site has been acquired, and the new building and contents is estimated to cost \$250,000 when completed.

The Cornwall Dairy Co., of Cornwall, Ont., have equipped a new creamery and dairy and in connection with same built cold storage rooms for butter, eggs, cheese, etc., and will instal a refrigerating plant manufactured in the United States.



HALIFAX R. M. A. CONVENTION.

The annual convention of the Nova Scotia Branch, Retail Merchants' Association of Canada, will be held at Halifax, N.S., Aug. 8-9.

HANNA SAYS BREAD TOO HIGH. Meeting Held at Ottawa.

At a meeting of the milling interests of Canada, held in the offices of Hon. W. J. Hanna, Dominion Food Controller, at Ottawa on Monday of this week, the principle was laid down that whatever is necessary to readjust the relation of the prices of wheat to flour and of flour to bread, must be done.

The meeting included 24 representatives. Among those present were: Lieut.-Col. Tasker, H. C. Robinson, of the Wheat Export Company, New York; the organization thru which Great Britain operates in securing its supply of American wheat.

Hon. W. J. Hanna, who occupied the chair, said the meeting was called to discuss the relation of the prices of flour and bread to wheat.

"We recognize," said Mr. Hanna in part, "that the milling interests are entitled to a fair profit. It would not be in the interests of millers or of the country to ask for their co-operation without a fair working profit. We hope to come to an arrangement which will protect the interests of all parties."

Mr. Hanna further stated that similar considerations would be devoted to the "spread" or margin between the prices of flour and bread as to that between the prices of wheat and flour.

"The price of bread has been too high," asserted Mr. Hanna. "Whatever is necessary to reduce prices will have to be done."

Mr. Hanna hoped by co-operation to evade arbitrary regulations.

A committee of millers was appointed to act in an advisory capacity in conjunction with the Controller, consisting of eight members, seven of whom were nominated as follows:

A. E. Labelle, W. W. Hutchinson, D. A. Campbell, D. A. Black, W. T. Moore, C. B. Watts and McFarlane.

LET CANADA CONTROL TEA IMPORTS.

A suggestion was recently made in the British House of Commons by Sir J. D. Rees, that as Australia had prohibited the importation of teas from China and Java in order to help the Indian and Ceylon growers, who are at present to a large extent deprived of the home market, the Colonial Secretary might suggest to the Canadian Government the propriety of taking similar action in view of the fact that the Dominion is now importing quantities of Java tea.

Under Secretary for the Colonies Maitland replied that he did not think representations could usefully be made to the Canadian Government, and that in the last annual statistics the imports of Java tea into Canada did not exceed one per cent. of the total imports of tea.

THE CHEESE TRADE.

Reports from the east indicate a congested condition of shipping space owing to the large stocks of cheese which have accumulated in Montreal through the want of ocean space to move them out. The principal cold store here are reported to be so full of cheese that it is dif-

ficult to find accommodation for any more. It is estimated that the stocks of cheese in Montreal today are between 250,000 and 300,000 boxes. It will not be long, however, before they are reduced, as it is expected that the Cheese Commission will soon have the requisite steamer space to ship a portion of them out. Prices are unaltered, No. 1 selling at 21¼c. to the Commission, No. 2 at 21¼c., and No. 3 at 20¼c.; but at the prices paid at country points, it is difficult to see where the profit comes in. The cheese trade, however, is proverbial for being satisfied with small profits, and occasionally with none at all. The short sales of cheese reported some time since for July delivery, was not a success.

FARMERS OF WEST ARE IN OPTIMISTIC MOOD

L. L. Berry, of the Cowan Chocolate Company, has recently returned from a four months' trip through the Canadian West, and on to the Pacific coast cities. Mr. Berry reported the condition of the crops as giving excellent promise at the time he left the West. Farmers were optimistic that the West would have a good crop this year. Some parts of the West were in need of rain, while other parts have had a little too much. Conditions, on the whole, were encouraging, said Mr. Berry to a CANADIAN GROCER representative. "The farmers in the West are very prosperous and are spending their money readily," he added. "I made the trip through the West in the interest of a campaign to encourage dealers to handle made-in-Canada goods. My efforts met with excellent response, as fully 95 per cent. of those approached gave satisfactory assurance that they were in sympathy with the movement."

"Large quantities of cocoa are going into consumption now in Canada, because of two very cogent reasons. First, cocoa is a Canadian-made product and the price is right. Secondly, there is a fear of shortage of cocoa beans through the tightening of shipping facilities. There is an embargo on cocoa beans from England at the present time, and with the need of ships to transport the United States army and its supplies to Europe, there is a probability that ships may be withdrawn from the trade to the West Indies. This may cause a shortage of cocoa beans for the American and Canadian markets. In view of the situation, cocoa prices are firmly maintained," concluded Mr. Berry.

BRITISH CONTROLLER TO REGULATE PRICES

Press despatches from England state that Lord Rhondda the food controller intends to fix the prices of commodities of necessity at all stages, from producer to consumer. Efforts will be made to prevent speculation, and unnecessary middlemen would be eliminated. Existing agencies will be utilized for the purpose of distribution under license and under the control and supervision of local Food Controllers to be appointed by the local authorities.

Where profits were made illegally, Lord Rhondda said he would press for imprisonment in all cases of sufficient gravity. He proposed to eliminate profiteering by fixing prices on the basis of pre-war profits. All flour mills would be taken over and worked on the Government account, the flour being sold to bakers at a uniform price, and the bakers being expected to sell loaves over the counter at a maximum of nine pence retail price and flour at a corresponding rate.

THE MARGARINE QUESTION

Any hesitation that the Parliament of Canada might have about repealing the law forbidding the manufacture and sale of oleomargarine in the Dominion says the Montreal Herald, should be dropped now, in view of the emphatic endorsement given by the Canadian Branch of the Society of Chemical Industry at a meeting held recently. When such men as those who addressed the meeting express the opinion that the manufacture should be gone into to produce a wholesome and highly nutritious food, and that it would have no effect on the butter market, the Minister of Agriculture might well heed their resolution and accept the proffered assistance of such men as Dr. J. T. Donald, member of the Dominion Board of Food Standards; Dr. Anthony McGill, chief chemist of the Inland Revenue Department; Dr. J. S. Snell, professor of chemistry, Macdonald College, St. Anne de Bellevue; Dr. Blackader, professor of physiology, and acting dean of the Faculty of Medicine, McGill University.

The needed legislation, in view of the opinion of these food experts, would not likely take up much of the time of Parliament and it would be a pity to have it left over for another year, at this period of the country's need.

CHINESE EGGS IN DEMAND.

Chinese desiccated eggs are said to be meeting a very good demand and giving bakers entire satisfaction at prices far below the cost of shell eggs or of frozen eggs in cans. These goods are reported as being imported in tins, holding from 10 pounds up to about 200 pounds, and consist of dried whole eggs, and of yolks and whites dried separately. A large saving in duty is effected by the latter method, since the duty on dried eggs and dried yolks of eggs is 10c a pound, while dried whites can be imported as egg albumen, on which the duty is only 3c a pound.

As high as five cars of the dried product reached New York in one week, which is equivalent to some twenty cars of shell eggs. It is said that bakers can buy in broken lots at about 75 and 80c per pound for the whole eggs dried, which is equivalent to about 20c a pound for eggs broken out of the shells, and that the goods give great satisfaction in making all sorts of bakers' products except sponge cake and "lady fingers," in which they can also be satisfactorily used if mixed half and half with other eggs.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

CORN syrups have again registered an advance, due to the firm situation in the corn market. Starches, however, have not advanced since the increase recorded last week. Lobsters are expected to be in short pack with short deliveries on some lines. Packers have increased their opening price on one brand of lobsters by 25c per case. Jams and jellies have been advanced from 5c to 10c per dozen. Mustard is in higher market and blue has been increased. Cleanser, canned coffee, corned beef, bulk macaroni, ice cream cones, extracts, brooms are among the lines that have been moved to higher levels. Soda biscuits have been an exception to the generally upward trend of grocery markets and a decline of 1c per pound was recorded in this line during the week.

Butter and eggs were in firm market with advances recorded in both commodities during the week. There is an excellent demand for cooked meats, but smoked meats are dull. Cooked meats have advanced. Both pure lard and compound lard are down in price as some of the larger concerns have made concessions in order to stir-up trade during the dull summer season. Live hogs are coming to market in small numbers and prices have advanced accordingly. Farmers are presumably busy with haying and other work and have been unable to look after shipment.

Sugar was in an advancing market during the week. Four refiners advanced 30c per hundred, while the fifth increased prices twice during the week, amounting to 35c in all. There is still a difference of 10c between the majority of refiners and the one quoting at the lower figure. Sugar is in a strong position. Flour held in steady market with the demand reported better. Business is still quiet, travelers for all the grocery houses in Ontario being off the road for two weeks taking their vacations.

QUEBEC MARKETS

MONTREAL, Aug. 1.—With flour quiet steady market at present awaiting the doings of the Food Controller, there are still some interesting tendencies in other food products. Corn syrups have again sharply advanced. Molasses, due to shortage of supply, is away up again. Sugar is in very firm and strong market. There is a decidedly firmer note to Japan teas, and these are in good demand. Starches are up, due to the shortage of corn. In the provision lines, while pork products are not advanced, and shortening is lower, there is a firm market for hogs, and it may be anticipated that the fall will find pork products up in price again.

Lamp Wicks and Boric Acid Are Up

VARIOUS LINES.—The starches are up again by a cent., as will be seen in list of proprietary articles on back pages. This is due to the very high price of corn and the scarcity of this article. Boric

acid has advanced 5c a pound to 30c. Lamp wicks are exceedingly high, and likely to advance further, due to the high cost of cotton. The advance in lamp wicks this week is fully twenty per cent. No. 2 (rolls) are 45c, instead of the former 35c. No. 1 are 30c, instead of 25c, and No. 0 is 27c, instead of the former 20c.

Sugar Market Is Exceedingly Firm

Montreal.

SUGAR.—The sugar market is exceptionally firm, and sugar prices have gone up considerably. One refinery still remains 10c behind the others, and one 5c behind them. With the market at its present firmness for raws, and Cubas quoted at 6c in New York, there will probably be more advances. New York refiners are quoting in some cases as high as the highest quotations in Montreal at date of writing. This shows the firmness over there, and it is reported that New York refiners are now buying very freely of raw Cubas at 6c. Demand

is good for refined sugar, many orders being received and filed for filling as soon as they can be handled.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 50
Acadia Sugar Refinery, extra granulated	8 50
Canada Sugar Refinery, extra granulated.	8 40
Dominion Sugar Co., Ltd., crystal granulated	8 45
Special icing, barrels	8 55
Diamond icing	8 55
Yellow, No. 1	8 55
Yellow, No. 2 (or Golden)	7 85
Yellow, No. 3	7 75
Powdered, barrels	8 45
Paris lumps, barrels	9 00
Paris lumps (boxes), 100 lbs.	9 10
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes) 100 lbs.	9 20
Assorted tea cubes, boxes	9 00
Cut loaf (50-lb. boxes)	9 15
Cut loaf (25-lb. boxes)	9 35

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Still In Demand And Firm

Montreal.

CANNED GOODS.—Steady demand for canned goods and rapidly dwindling stocks are reported. An advance in strawberries in two-pound tins is recorded, the advance being 5c over previous quotations of one firm, making the line \$2.40 per doz. Other firms had been quoting this figure and higher. Tomatoes are increasingly scarce, also other lines of canned vegetables, old pack. The season's prices on new pack salmon were still expected from the B. C. Packers, and are expected to be higher than in previous years. Canning of Canadian vegetables proceeds with reasonable satisfaction to the canners as to crops and pack, though there is no word of any superabundant pack, and prices are bound to keep up very firm for canned goods. Whether beans may be canned this season or not is a point in doubt. Beans are non-perishable goods.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 45	
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	2 65	
Red Springs, 1-lb. talls	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack		2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 35	
Peas, Early June	1 50	
Beans, golden wax	1 60	
Beans, Refugees	1 50	1 60
Corn, 2s, doz.		2 25

Corn (on cob, gal. cans, doz.)	8 50
Red raspberries, 2s	2 25
Simcoes	2 75
Red cherries, 2s	2 25
Strawberries, 2s	2 40
Blueberries, 2s, doz.	1 35
Pumpkins, 2½s	1 60
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Apples (gallon)	3 75
Peaches, 2s (heavy syrup)	1 75
Pears, 3s (heavy syrup)	2 45
Pineapples, 1½s	2 25

Good Crop Currants And Raisins Reported

Montreal.

DRIED FRUITS.—With dull conditions prevailing at present as regards dried fruits there are some hints of lower prices in California for prunes. A big crop and smaller demand than had been anticipated might produce this result, but the market has held very firm up to now. News of good crops of raisins and currants come from the European sources of supply, and if it were possible to ship these in quantity there would be plentiful importation. It is hoped that the British Government may facilitate the export from Greece of new crop Greek currants, as importers are not enthusiastic about old crop currants delayed in shipment from last year. A slight advance in package dates "Excelsior" to 0.12c was noted this week.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. bxs.	0 13
Apples, choice winter, 50-lb. bxs.	0 13 ½
Apricots—	
Choice, 25's, faced, new crop..	0 28
Nectarines, choice	0 11 ½
Peaches, choice	0 13
Pears, choice	0 15

DRIED FRUITS.	
Candied Peels (to arrive)—	
Citron	0 32
Lemon	0 24
Orange	0 27

Currants—	
Filiatras, fine, loose, new....	0 21
Filiatras, packages, new, lb....	0 21
(In the present condition of market prices are considered merely nominal.)	

Dates—	
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12 ½
Fards, choicest	0 12 ½
Hallowee (loose)	0 13
Excelsior	0 12
Anchor	0 09

Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 ½
1 lb. glove boxes, each	0 12
Cal. bricks, 8 oz., doz.	0 95
Cal. bricks, 10 oz., doz.	1 20
Cal. bricks, 16 oz., doz.	1 40
Cal. layers, 10 lb., 5 rows, box.	1 60
Cal. fancy, table, 10 lbs.	1 60

Figs—	
Spanish (new), mats, per mat.	2 40
Comadore (Portugal), per mat 33 lbs.	2 40

Prunes, California—	
30 to 40, in 25-lb. boxes, faced	0 13 ½
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12 ½
70 to 80, in 25-lb. boxes, faced	0 12
90 to 100, in 25-lb. boxes, faced	0 11

Prunes (Oregon)—	
30s	0 13
40-50s	0 12 ½

Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown	3 75
Muscatsels, loose, 2 crown	0 10 ½
Muscatsels, loose, 3-crown, lb.	0 11
Muscatsels, 4-crown, lb.	0 11 ½
Cal. seedless, 16 oz.	0 12 ½
Fancy seeded, 16 oz. pkgs.	0 12 ½

Choice seeded, 16 oz. pkgs.	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11 ½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Good Crop Of Nuts In France And Spain

Montreal.

NUTS.—News of good crops of nuts comes in from Spain and France by cable, but the question of how to bring the supplies across the ocean still exercises importers. Small parcels of nuts arrive from time to time, however, and prices rule exceedingly high, higher to the importer in many cases than is being charged by wholesalers to the retailer. The tendency of the market is found in the advancing of shelled walnuts by 2c a pound by wholesalers in Montreal this week, prices quoted being now 0.52 and 0.54c. This is nearer to the state of the market in the primary sense. Probably many lines of nuts will advance as the year grows older, but demand is meantime light.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)		0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 16 ½	0 18
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15 ½	0 16 ½
Peanuts, "Diamond G"	0 13 ½	0 14 ½
Peanuts (coon), per lb.	0 12 ½	0 13 ½
Peanuts (Jumbo), per lb.	0 16 ½	0 17
Pecans (new Jumbo), per lb.		0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenoble)		0 18 ½
Walnuts (shelled)	0 52	0 54
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1		0 24
Cocanuts, 100 size, per sack		7 50

Molasses Advanced; Also Corn Syrups

Montreal.

MOLASSES.—Molasses advanced by 3c a gallon (Imperial) this week, due to tremendous shortage of supply. This refers to the fancy grade, the "choice" grade has not been made to any extent this season, and there is little or none of it on the market in Montreal at present. The outlook is for still further advances in molasses. Corn syrups, following a 25c advance last week, have again advanced, and this time the advance is 30c a case. Bulk corn syrups have advanced another ½c per pound. No orders are taken by manufacturers except at prevailing prices on date of shipment, and subject to delays. The market for corn is increasingly firm day by day, and will be so until late in the fall, with every prospect of further advances in the corn products.

Barbadoes Molasses—	Prices for Fancy, Choice, Island of Montreal
Punchons	0 81
Barrels	0 84
Half barrels	0 86
For outside territories prices range about 3c lower.	

Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	6 50

Half barrels, per 100 lbs.	7 00
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Rangoon Beans Are Under An Embargo

Montreal.

BEANS.—The excitement, if it can be so called, in the bean market at present centres about Rangoon beans, which have come under an embargo. They were banned by the medical health department of the City of Verdun, close to Montreal, on the ground that there was something injurious about them, a minute proportion of a poison. Whether this is so, and has actually caused injury to human beings, is a matter to be determined by science, but for the present Rangoon beans are held up. Some wholesalers have a few cars of these on consignment. With new crop Canadian beans rapidly coming forward, and consumption of beans low at present, not a great deal of trouble has been caused by the embargo. Canadian hand-picked beans are so scarce as to be virtually off the market now. Their high price has held them in stock longer than had the market been easier.

Beans—		
Canadian, hand-picked	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Michigan, 3-lb. pickers		11 00
Michigan, hand-picked		11 50
Yellow Eyes, per lb.	0 15	0 15 ½
Lima, per lb.		0 21
Chilean beans, per lb.	0 14 ½	0 15
Manchurian white beans, lb.	0 15 ½	0 16
South American		5 70
Peas, white soup, per bush.		5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Steady, And Tapioca Very Firm

Montreal.

RICE AND TAPIOCA.—Steady and uneventful market characterizes the situation as to rice. Consumption is at normal, but the cheaper market for potatoes and other vegetables has tended to reduce consuming demand. Most dealers have fairly large stocks on hand at present, it is estimated, and the market is not immediately showing any signs of firmer tone. In fact, in the United States an easier note was observed recently in rice. This is due to the coming forward of new Southern crops, of which there have been good accounts. Tapioca keeps in its exceptionally firm market, such supplies as are arriving in small parcels from the Orient being absorbed by the existing demand quite rapidly. The market for this product will continue firm in all probability.

"Texas" Carolina, per 100 lbs.	9 90
Patna (fancy)	10 15
Real Carolina, per 100 lbs.	11 00
Patna (good)	9 40
Siam, No. 2	7 25
Siam (fancy)	9 15
Rangoon "B"	8 40
Tapioca, per lb.	0 14 ½
Tapioca (Pearl)	0 14 ½

Coffee And Cocoa Still Very Quiet

Montreal.

COFFEE, COCOA.—There is steadiness with the usual seasonable quiet as regards the markets for coffee and

cocoa both. Coffee is active considering the warm weather. Cocoa is at its quietest in demand, but outlook is for more active times for cocoa early in the Fall. In regard to markets cocoa and coffee both record unchanged conditions. The market for coffee is still in the same steady state in which it has remained for so many months, and only occasional speculative flurries ruffle its surface in New York caused by war rumors affecting Brazil in the latest instances. In Montreal the coffee market is practically unaffected by these passing phases.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Japan Teas Form The Interesting Feature

Montreal.

TEA.—Interest in the tea market centres now in Japans. The market for these is in full swing, but importation is closely bound by the problems of ship-space, and contracts made earlier. In general great firmness prevails in the Japan market. From six to eight cents higher prices than those prevailing last year at this time will prevail partly on account of freight rates, etc., and partly because the leaf itself is costing more. The crop, as has been pointed out, is short this year. Quality of first shipments of Japans now beginning to arrive is satisfactory. Further advances may be anticipated for Japans. This not be a "China year" according to experts in touch with the situation. Indias, Ceylons and Javas are all affected by transportation troubles by sea, and their market is firm, and likely to be so for some time.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spices Firm And Scarcities Feared

Montreal.

SPICES.—Spice markets are again considered most uncertain, and difficulties are predicted as to supplies for the fall. Peppers, black and white, have been a shade easier in primary sources. Cloves continue very scarce, also gingers. Red peppers, pimento, mace, nutmegs, etc., are quiet and steady so far, but importers of all spice lines are anxious as to the marine freight situation. Seeds and herbs are fluctuating and likely to be affected by the difficulties due to the war's continuance. Locally the situation is dull to quiet. This is due to hot weather, holiday season, and the fact that supplies are still fairly good in local hands. Pickling spices while firmer in some directions can still be had at prices which have been ruling for some time.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin	0 30	0 35
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Caraway, Dutch, nominal	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoonut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Plenty Canadian Fruit And Greens

Montreal.

FRUIT AND VEGETABLES. — Lemons are higher this week. Consumption of these thirst-quenching fruits has been heavier in the hot weather, and demand has been exceptionally strong. Water-melon is plentiful but a shade higher in price. Oranges are firmer, and not so plentiful. Grape fruit are steady. New apples in hampers appear on the market at \$2.75 a hamper. Canadian tomatoes are cheaper in bushel crates. The vegetable market is more and more supplied now with Montreal Island produce, and quality and quantity this year are said to be first rate. Most of the vegetables come cheaper now, or in larger quantities for the same price. United States produce is more or less off the market as regards the green stuffs. In soft fruits California goods still come forward meeting good demand. Market gardeners and farmers announce plentiful supplies of vegetables and plenty of fruit as far as indications at present go.

Bananas (fancy large), bunch...	2 75	4 00
Oranges—		
Navels, per box		4 50
Floridas		5 00
Valencia (lates)	4 00	4 50
Grape fruit	2 75	3 50
Lemons	6 00	7 00
Limes, box of 80		1 50
Pineapples, Cuban, crate		4 50
Pineapples (Cuban), 24's, each..	0 75	0 75
Watermelons (U.S.), each	0 40	0 75
Cantaloupes, crates		3 75
Apples (in boxes)—		
Winesap		4 00
Ben Davis		4 00
Apples, new, U.S., bkt.		2 75
Cauliflower, per doz. bunches....		2 00
New corn, crate, 5 doz.		3 00
Celery, Canadian, per doz.	1 00	1 50
Onions, Bermuda, crate 50 lbs.		3 25
Onions, Texas (crystal wax), crate 50 lbs.		2 50
Texas onions (red), crate		2 50
Onions, Australian, sack 100 lbs.		6 00
White onions, per bag (100 lbs.) ..		6 00
Onions, Canadian, new, doz. bun.		7 75
Potatoes (new), bbl.		6 00
Potatoes (sweet), per hamper....		4 00
Carrots (new), per bunch	0 25	0 50
Beets (new), doz. bunches		2 00
Parsnips		1 00
Peas, Canadian, bag		0 35
Turnips (new), per bunch		3 00
Turnips (old), bag		0 10
Lettuce, curly, per doz.	0 25	0 25
Lettuce, head, doz.		2 00
Tomatoes, Mississippi Flats	1 75	3 25
Tomatoes, Can., per bus. crate..		0 25
Tomatoes, Baltimore twin crates ..		
Horse radish, per lb.		

Cabbage (Montreal), doz.	0 75	1 00
Beans, wax, basket (Montreal) ..	1 25	2 50
Beans, green, basket (Montreal) ..	1 25	2 50
Peas (new, Montreal), bag		2 00
Leeks, per doz. bunches		2 00
Parsley, doz.		0 25
Mint, doz.		0 50
Watercress, doz.		0 50
Spinach (Canadian), box		0 50
Rhubarb, per doz.	0 25	0 25
Eggplant, per crate		6 50
Cauliflower, doz.		1 50
Garlic (Canadian), lb.		0 15
Endive (Canadian), lb.		0 25
Strawberries, per crate 54 quarts ..		4 00
Cucumbers (Fla.), basket	2 50	3 00
Cucumbers (Montreal), doz.		0 60
California plums, box		2 50
Do., peaches, box		2 00
Do., apricots, box		3 00
Cherries (California) box		3 50
Cherries, Canadian table, -bkt.		1 25
Pears, box		4 25
Peppers, crate		4 50
New apples, hamper		2 75

More Demand For Fish Looked For

Montreal.

FISH.—The spell of hot weather we have just had, has stopped distribution of fresh fish to a certain degree. In spite of this demand has kept very good. There are a good many enquiries about prepared dried and salt fish, but supplies are very limited as yet. Though fishing is reported very good no stocks will be available in any certain quantities for some time yet. In view of conservation of meat supplies the Government has recommended two meatless days a week. Fish is a natural substitute for meat and naturally consumption of fish will increase. At any time of the year the consumer can depend on some fish, but all should be aware of the fact that there are seasons for fish as for any other kind of food, and retailers would do well to educate the consumer on these lines. Moreover it is known that many species of good edible fish are thrown overboard by fishermen for want of a market for them. This may yet be improved upon. General fish supplies are enough to take care of demand. Prices are steady. With a few more fishermen on the banks supply would be assured at consistent prices to meet all demand for fish food.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box		1 40
Smoked eels		0 12
Smoked herrings (med.), lb.		0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	18 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 35
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	17	18
Haddock, lb.	07	08
Mackerel		10
Cod steak, fancy, lb.		8
Salmon, Western		20
Salmon, Gaspe		20

FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	0 10	0 10
Dore	0 11	0 12
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large	0 20	0 20
Oysters—		
Selected, gal.	2 00	
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice), bbl.	12 00	12 00
Malpeque oysters (choice), bbl.	12 00	12 00
bbl.	10 00	10 00
Cape Cod shell oysters, bbl.	12 00	12 00
Clams (med.), per bbl.	8 00	8 00
FRESH FISH		
Haddock	0 06	0 07

Steak Cod	0 08	0 08
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore	0 16	0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon	0 20	0 20
Gaspe Salmon	0 22	0 22
Gaspereaux, each	0 05	0 05
Western Halibut	0 18	0 19
Eastern Halibut	0 17	0 18
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch	0 09	0 09
Bullheads	0 12	0 12
Whitefish	0 14	0 15
Eels	0 10	0 10
Brook trout	0 30	0 30
Mackerel (large), each	0 20	0 20
Mackerel (medium), each	0 18	0 18

to 60c for 100's. A new canned stew is on the market known as Full Meal which is selling at \$2.20 per dozen for 2-lb. Shirriff's extract has been increased 25c, making 2½-oz. quintessence \$2.60 dozen and 1¼-oz. "1890" at 85c. doz., an advance of 10c. Christie's sodas have declined 1c per pound, making bulk biscuits 12c lb., C packages are now quoted at 28c per package, D. packages at 32c and E packages at 40c. B packages have been discontinued. Orders on gem jars are accepted subject to being able to secure them. West Taylor & Bickle line of corn brooms are now quoted at \$7.25 for K1, \$7 for K2, and \$6 for K4.

ONTARIO MARKETS

TORONTO, August 1.—Although there is a quiet market in grocery lines so far as the volume of trade is concerned, travelers now being off the road on their summer vacation, still there is the usual quota of price changes, most of which are in the upward direction. Butter and eggs have been advanced, cooked meats are also up, but both pure lard and compound lard have declined. Hot weather and a desire for business has been the means of driving the market to lower levels. Among the other lines to show advances during the week are sardines, blue, corn syrups, mustard, cigars, jams, macaroni, corned beef, cleanser, canned coffee, ice cream cones, extracts, brooms. Soda biscuits have declined 1c per pound.

Sugar Up 30c In Canadian Market

Toronto.

SUGAR.—Canadian refiners quite generally moved to higher levels during the week, Canada Sugar Refining Company having increased their selling basis to \$8.34 while Atlantic and St. Lawrence are quoting 30c per hundred higher at \$8.64. Dominion Sugar Refinery advanced to \$8.54 and on Monday of this week St. Lawrence also advanced to \$8.54. Acadia Sugar Refinery was out of the market for part of the week and were still out at the time of going to press. Canadian refiners were in the market during the past week for raw sugars and purchases were made on the basis of 6.77c to New York for Cuban raws. During the latter part of the week Canadian refiners made purchases of Cuban raws 1/16c higher. There is a strong situation in the primary market and prices are firmly maintained. The British Government has purchased 200,000 tons of the Mauritius crop from an expected crop of 300,000 tons. Freight rates from Cuba were somewhat lower during the week on account of the lighter amount of sugar that was seeking shipment. For the orders that are now on the market for August shipment it is thought the demand for space will cause firmer rates. There is no estimate made as to the number of centrals still grinding on the Island of Cuba. Returns for the Island

however, show that the production up to July 21, was 2,812,697 tons, while the corresponding figure last year was 2,903,786 tons. Locally there is a better demand for sugar but prices are firmly maintained.

Atlantic, St. Lawrence extra granulated sugars	8 64
Acadia Sugar Refinery, extra granulated.	8 54
Can. Sugar Refinery, extra granulated.	8 54
Dom. Sugar Refinery, extra granulated.	8 54
Yellow, No. 1	8 24
Special icing, barrel	8 84
Powdered, barrels	8 74
Paris lumps, barrels	9 24
Assorted tea cubes, boxes	9 24

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Jams, Blue Advance; Soda Biscuits Down

Toronto.

JAMS, BLUE, BISCUITS, MACARONI.—Furnivall's jams have been advanced 10c per dozen on the 12-oz. sizes and 10c per dozen on the 16-oz. sizes upon the recent opening prices. Jellies in 16-oz. size have been advanced 5c per tin, the price for strawberry jam in tins now being 80c, raspberry and black currant 77c, gooseberry 71c, plum and peach 69. Saga and Crown sardines are now being quoted at 16c and 17c while crossed fish has been advanced to 18½c and 19c. Nixey's blue is increased to 16c per pound and Ideal blue to \$1.80 per box. Surprise and Queen City washboards are now quoted firm at \$2.85 per dozen. Keen's mustard has been advanced 2c per pound in England but all of the wholesalers have not yet advanced their prices locally. Some have increased Keen's D.S.F. 2-oz. size to 64c per pound. Lord Tennyson cigars have been advanced to \$48 per thousand. Bulk macaroni is now quoted higher at 11c per pound and Fray Bentos corned beef has been advanced to \$4.25. Babbitt cleaner has been advanced 5c to \$3.95 per case for 100's. Patterson's canned coffee in 5-oz. size is now quoted at \$3.25, an advance of 65c and 10-oz. at \$5.40, an advance of 65c also. Ice cream cones of real cake have been advanced

Waste Paper Market May Improve Soon

Toronto.

WASTE PAPER.—While the waste paper market is still in a period of dullness and prices are low there is expectation that conditions may improve in the near future. Price paid for baled paper at present is on the basis of \$5 per ton in Toronto and \$7 per ton for outside points for paper delivered at Toronto depot. Freight is paid by dealers on carload lots from outside points. Paper mills are undergoing repairs at the present time and are expected to get into operation in two or three weeks time when the demand for waste paper is expected to be heavier and strength given to the market with possibly higher prices.

Corn Syrups Again Advance 30c Case

Toronto.

SYRUPS.—A further advance of 30c per case on corn syrups has been made effective during the past week and ½c per pound on bulk syrups, making the price of the latter 7½c in barrels. Two pound tins are now quoted at \$5.15 per case, 5-lb. tins at \$5.50 and 10-lb. tins at \$5.25. On 2-gallon pails the advance has been 15c, three-gallon pails 20c up and six-gallon pails 35c up. Jars have been advanced 30c to \$4.75. Lily White corn syrup is now quoted at \$5.65 for 2's, \$6 for 5's, \$5.75 for 10's and \$5.70 for 20's. due in large measure to the firm situation in corn. Molasses market held steady during the week, with demand fairly light.

Corn Syrups—		
Barrels, per lb.	0 07½	
Cases, 2-lb. tins, 2 doz. in case	5 15	
Cases, 5-lb. tins, 1 doz. in case	5 50	
Cases, 10-lb. tins, ½ doz. to cs.	4 95	
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels, first grade	0 06½	
Barrels and half barrels, second grade, lb.	0 05½	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80	5 50
Molasses—		
Fancy Barbadoes, gal.	0 78	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs.	0 60	
Tins, 2-lb., table grade, case 2 doz.	4 25	
Tins, 3-lb., table grade, case 2 doz.	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	

Favorable Reports On Salmon Run At Coast

Toronto.

CANNED GOODS.—Reports from the West Coast on the salmon run of the present season state that the run so far has been heavier than it was four years ago when the big run was on. It is expected there will be difficulty in getting sufficient labor supply to catch the fish and this together with the fact that tin for cans is very high in price are expected to operate to make high prices when they are announced in near future. Last season's stocks of canned goods are getting pretty well cleaned out. Prices held steady during the week.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	
Apples, gallons, doz.	4 00	
Pineapples, 2s	2 45	2 95

Prune Bookings Light; First Car New Peel In

Toronto.

DRIED FRUITS.—There has been comparatively light buying of new crop prunes so far, as wholesalers are anticipating their needs no farther ahead than for fall trade. There is quite generally expectation of lower prices than those prevailing at opening by the turn of the year. The California Peach Association announced new prices on dried peaches during the week and allowed them to hold only for the one day when they were advanced ½c on standard and ¾c on choice and fancy. New prices on raisins have not yet been named, and local wholesalers prefer to stay out of the market until something more definite develops. The first car of the new-crop American peel reached the market during the week.

Apples, evaporated, per lb.	0 13½	0 14½
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 25	0 27
Orange	0 25	0 27
Citron	0 28	0 33
Currants—		
Filiatras, per lb.	0 22	
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	
Dromedary dates, 3 doz. in case	4 50	
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	0 10	
Prunes—		
30-40s, per lb., 25's, faced.	0 16	
10-lb. boxes, 30-40s	0 16½	
40-50s, per lb., 25's, faced.	0 15½	
50-60s, per lb., 25's, faced.	0 15	
70-80s, per lb., 25's, faced.	0 13	0 13¾
80-90s, per lb., 25's, unfaced.	0 12½	
90-100s, per lb., 25's, faced.	0 10½	

Peaches—		
Standard, 25-lb. box	0 13	0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes	0 15	0 15
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

New York Buyers Were After Local Teas

Toronto.

TEAS.—An interesting development in the local situation came about during the week when one of the large New York tea houses entered the local market and it is reported obtained several hundred cases of teas. There is a very strong situation in black teas in the New York market as they are just beginning to realize the seriousness of the shipping situation. While there have been fairly good shipments of tea reach the local market from India and Ceylon within recent weeks it is quite generally expected that the shipping situation will become more acute and there will be less chance of getting teas forward in the future than in the past. For this reason the situation in teas is one of strength, especially because the spot market has been relieved of fairly heavy stocks.

Ceylons and Indias—		
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55
Broken Pekoes	0 40	0 42
Javas—		
Broken Pekoes	0 40	0 42

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Coffee Inclines Again To Dullness

Toronto.

COFFEE.—Coffee again inclined to an easier tone with the recent collapse of the Russian offensive. Such a development in hostilities was interpreted on the primary market as likely to prolong the war and hence put farther in the distance the time when the Central powers will be heavy buyers of coffee. The fortunes of war are having a big influence on the primary situation. Locally the market continues its even tenor and awaits until something more positive develops before making price changes. Demand for cocoa is reported very heavy. Two large plants at least are increasing their capacity due to the heavy demand. Prices in this line remained unchanged. Canned coffee of Patterson brand advanced during the week, 5-oz. being quoted now at \$3.25 and 10-oz. at \$5.40, an increase of 65c.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Pickling Season Will Revive Spice Trade

Toronto.

SPICES.—Trade in spices is somewhat quiet at present due to the lull preceding the pickling season. This season is expected to start in the near future. Business in spices however, during the month of July has been good, wholesalers in some instances reporting that the month was considerably ahead of the corresponding month last year. Prices on the various lines held steady, cloves still continuing to be sold at a wide range. As recorded last week, one of the large dealers advanced to 50c and 55c per pound on this line. No report has been made of arrival of coriander seed. When new stocks arrive there will in all probability be lower prices.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's.	0 40	
Do., 80's	0 45	0 50
Do., 64's	0 40	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Caraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure	0 60	
American high test	0 65	

Freight Charges Increase Rice 10c

Toronto.

RICE.—Rice milling companies at the WEST COAST have announced that an additional charge of 10c per hundred pounds will be made on rice owing to the higher freight rates which it is necessary to pay. Wholesalers locally, however, have not yet advanced their prices in accordance with this increased charge. There has been a fairly good demand for rice as it is continuing in popularity for puddings and other summer dishes. In the Southern United States some sections report severe damage from the recent drouth while other sections again state the crop is making good progress. There is little interest in rice in the South at present owing to the embargo placed on shipment for export by the United States Government.

Texas, fancy, per 100 lbs.	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs.	0 12	
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	7 50	8 00
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 12½	0 14½

Booking Orders On New Crop Almonds

Toronto.

NUTS.—Some importers of shelled nuts have been booking orders for fall delivery on a speculative basis and considerable business has developed. Ship-

pers in Spain have been giving out prices considerably in advance of the general market and on the basis of prices about as they were last year have found ready buyers. Some September shipment fresh cracked walnuts have been sold in the local market, but it is still early yet to know whether deliveries can be made. Among local wholesalers the nut market has been quiet during the week.

In the Shell—

Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20

Shelled—

Almonds, lb.	0 45	0 48
Walnuts, lb.	0 52	0 60
Walnuts, California
Peanuts, lb.	0 17	0 18

Cheaper Lima Beans May Come Into Market

Toronto.

BEANS.—Conditions in the country have been very favorable for the bean crop during the past week and farmers who have a large acreage planted are pleased with the prospect. Wet weather of the spring is stated to have damaged some areas but for the most part the crop appears to still be quite promising. Some lima beans that are ordered and are supposed to be on the way are expected by one importing house, the price of which is expected to be lower. Arrival of these beans is anticipated within the next three or four weeks. Demand for beans has not been as heavy now that fresh vegetables are coming in abundance.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush..	10 00	10 50
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel	9 60
Japanese, per bush.	9 00
Limas, per pound	0 17	0 20

Starches Hold When Syrup Advances

Toronto.

PACKAGE GOODS.—Although an advance was recorded in corn syrup during the week higher prices were not quoted on corn starch and starches. With an advance in one of the corn products the situation with respect to starches is one of firmness. Now that the summer season is on, there will be a heavier demand for laundry starches. Demand for package cereals is fairly good.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	1 75
Rolled oats, square, 20s.	4 80	5 00
Shredded wheat, case	4 00
Cornstarch, No. 1, pound cartons	0 12	0 11
No. 2, pound cartons	0 11	0 12
Starch, in 1-lb. cartons	0 12
Do., in 6-lb. tins	0 13 3/4
Do., in 6-lb. papers	0 09 1/2

B.C. Salmon Goes Up 2 Cents Pound

Toronto.

FISH.—British Columbia red spring

salmon advanced 2c per pound during the week which makes the quotations now from 21c to 22c per pound. Scarcity noted last week has developed the higher prices. This advance follows a similar advance in halibut last week which was caused in large measure by a strike of the freight-handlers on the West Coast. Larger supplies of halibut have been available from wholesalers during week caused in some measure from the fact that higher prices have curtailed demand. Whitefish and trout have been in good supply during the week. Haddock and cod have also been in good supply and sale is good.

SMOKED FISH.

Haddies, per lb., new cured.	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipperd herring, per box	1 50
Digby herring, bundle 5 boxes.	1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks.	2 60
Salt mackerel, kits 15 lbs.	2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 19	0 19
Halibut, frozen	0 19	0 20
Salmon, Restigouche, lb.	0 19	0 20
Do., B.C., red spring	0 19	0 20
Haddock, fancy, express, lb.	0 07	0 08
Herrings, frozen	0 06	0 06 1/2
Steak cod, fancy, express, lb.	0 09	0 10
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.	0 10	0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibees, fresh, lb.	0 09	0 10

Ontario Potatoes In Carlots Expected Soon

Toronto.

VEGETABLES.—Ontario potatoes of new crop are expected to reach the market in larger quantities by next week. At present they are being quoted in baskets at 60c to 65c for 11-quart. The American market for new potatoes is weaker and prices seem likely to be lower with heavy production under way. Onions were in a dragging market, the Spanish variety that was in last week did not find ready sale. Canadian cabbage is in good supply and prices were down 25c to 50c per case. Cucumbers were also in good supply and prices were down 75c per basket. Canadian peas made a big decline also owing to the rapid development of the stock under the stimulus of hot weather. Southern tomatoes are now out of the market and Canadian are coming in better supply with No. 1 and No. 2 grades. No. 1 grade in 11-quart baskets are selling at \$1.75 and No. 2 at \$1.25. Six-quart basket No. 1 were quoted at \$1. Some marrow fat was in the market and the abundance of supply quickly drove the price down to 40c and 50c per 11-quart basket. Vegetables are in good supply.

Beets, doz. bunches	0 25	0 40
Beans, green, string, 11-qt.	0 40	0 40
Do., golden wax, 11-qt.	0 40	0 40
Cucumbers, Can., hothouse, 11-qt. basket	0 75	1 00
Cabbage, Canadian, case	2 00	2 25
Cabbage, Can., hamper	0 50
Carrots, new, doz. bunches.	0 25	0 50
Celery, Mich., doz.	0 50	0 20
Lettuce leaf, doz. bunches.	0 20	0 50
Canadian head lettuce, doz.	0 50	0 75
Mushrooms, lb.	0 75
Onions—
Texas, 50-lb. box	2 25

Green, per doz. bunches.	0 20	0 25
Spanish, crates	4 50
Do., half crates	2 50
Do., quarter crates	1 25
Potatoes—
New, barrel	5 25	5 50
New, Ontario, 11-qt.	0 60	0 65
Peas, Canadian, 11-qt. bkt.	0 40
Green peppers, basket	1 00	1 50
Radishes, doz. bunches	0 20	0 25
Tomatoes—
11-qt., No. 1	1 75	1 25
11-qt., No. 2	1 25	1 00
6-qt., No. 1	1 00	2 25
Canadian, 11-qt.	1 50	1 00
Canadian, 6-qt.	1 00
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 25

Lemons May Go To Very High Prices

Toronto.

FRUIT.—From present indications it would seem that lemons are likely to go to very high prices before the summer is very much older. Demand for them has been heavy during the past week or ten days and supplies are light. There has been no steamer from Italy carrying lemons since the first week in July and no further shipments are due to arrive until the latter part of this month. If present hot weather last for week or ten days commission men look for them to go to \$10 per case, the price at which they sold for a time last year. There was an advance of 50c to \$1 per case during the week, prices ranging from \$6.50 to \$7. Georgia peaches are now over and Arkansas and Texas crop is taking the place. A nice car of Texas sold at \$5 per bushel hamper, but other grades were quoted down as low as \$4.25 per bushel. Some of the first Ontario peaches reached the market during the week, Hale's Early in 6-quart baskets selling from 50c to 60c. These are the clingstone variety. From reports it would seem that peaches are likely to be light crop as canners report there will not be more than 50 per cent. of pack. California fruits are in rather light supply. There is a good sale of oranges and the opinion prevails that they are likely to be higher in price. Peaches, pears and plums from the Northwest States are expected to arrive about the middle of next week. In cherries the early Richmond and Black Eaton have run their course and the Montmorencies are now filling the bill and are being quoted at 90c to \$1 per 11-quart basket and at 50c for 6-quart basket. Black raspberries are in the market and are quoted at 15c to 16c per quart.

Apples—

Hampers, American	2 00	2 50
Bananas, yellow, bunch	2 00	2 75
Cantaloupes, 45s, case	4 75	5 00
Do., 12-15s, case	2 00	2 25

Currants—

Black, 11-qt.	1 75	2 00
Black, 6-qt.	0 85	1 00
Red, 11-qt.	0 75
Red, 6-qt.	0 40	0 50
Blueberries, 11-qt.	1 50	1 75

Cherries—

Montmorencies, 11-qt.	0 90	1 00
Montmorencies, 6-qt.	0 50

Oranges—

Cal. late Valencias	3 50	4 75
Grapefruit, Floridas, case	4 00
Gooseberries, Can., qt.	0 06	0 10
Do., 11-qt. bkt.	0 75	0 90

Do., 11-qt., large	1 00	1 25
Lemons, Cal., case	6 50	7 00
Do., Verdillia, case	6 50	7 00
Peaches, Texas, Arkansas, bush.	4 25	5 00
Do., Ont., 6-qt.	0 50	0 60
Pears, Cal. Bartlett, box.....	3 25	3 50

Plums, Climax, Tragedy, box...	2 00	2 50
Rhubarb, doz. bunches	0 20	0 30
Strawberries, quart	0 13	0 15
Raspberries, red, qt.	0 13	0 18
Do., black, qt.	0 15	0 16
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, August 1.—There has been considerable firmness shown in the corn market during the past week and high prices have been quoted. This has had the result of sending corn syrup still higher, an advance taking place on Saturday, July 28 of 30c per case. It is only a week ago that corn syrup went up 25c per case, so that the total advance in a week is 55c. Starches did not advance last Saturday, but they went up one cent per lb. a week ago. Bulk syrup went up half cent per lb. Another result of the firm corn market was the withdrawal by W. Kellogg Co. of prices on Kelloggs' corn-flakes.

All Sugars Advance; Prices Still Differ

Winnipeg.

SUGAR.—Things have been in a very peculiar state during the past week. It will be remembered that ten days ago St. Lawrence and Atlantic advanced 15c per cwt., and Redpath remained at \$8.80. This situation was difficult to understand, considering the price being paid to-day for raw sugar. It was not surprising to learn that the St. Lawrence and Atlantic refineries had gone up another 30c on Friday, July 27, bringing their basis for standard granulated to \$9.25. Redpath went up 15c, and their price last weekend was \$8.95. It was expected that before long they would all be evened up.

Corn Syrup Up Another Thirty Cents

Winnipeg.

SYRUP.—The corn market has been very active, and spot corn has been quoted in Chicago at \$2.25 per bushel. This brought about a further advance in corn syrup of 30c per case on Saturday, July 28, and an advance in bulk syrup of ½c per lb. There was no change in prices of corn and laundry starches. It was only a week ago that corn syrup jumped 25c per case, and starches a half cent per lb. Cane syrup is coming on the market, and manufacturers are filling old contracts at comparatively low prices.

CORN SYRUP.

Beehive and Crown—		
2-lb. tins, 2 doz. case, per case.....	5 28	
5-lb. tins, 1 doz. case, per case.....	5 68	
10-lb. tins, ½ doz. case, per case.....	6 41	
20-lb. tins, ¼ doz. case, per case.....	6 42	
White Clover and Lily White—		
2-lb. tins, 2 doz. case, per case.....	5 78	
5-lb. tins, 1 doz. case, per case.....	6 18	
10-lb. tins, ½ doz. case, per case.....	5 91	
20-lb. tins, ¼ doz. case, per case.....	5 92	
Barbadoes Molasses—		
In half barrels, per gal.....	0 85	
New Orleans Molasses—		
Blackstrap, half barrels, wood, per gal.	0 50	
ROGERS SYRUP.		
24 by 2 lbs. tins, case	4 10	
12 by 5 lb. tins, case	4 70	

6 by 10 lbs. tins, case	4 40
3 by 20 lbs. tins, case	4 25
12 by 3 lb., quart sealers	3 40

Currants Selling High; New Apricots Arrive

Winnipeg.

DRIED FRUITS.—Currants. A supply of Australian currants has arrived, but brokers advise that there will be no more coming in, and that those received have already been sold. Since the opening there has been an advance of about 3c per lb. A cable has been received here that there will be no more currants exported, but this is not official. At the price currants have sold to jobbers, the retailer will have to pay 22c unless he sells on the basis at which he bought them. Peaches.—The Association named prices on peaches last week, and they were considerably higher than at last year's opening, but very much lower than people expected. However the price is more than double what it was at last year's opening. New pack California apricots are due on this market this week, and price will be about the same as a month ago.

Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 14
Apples, 25-lb. boxes	0 14½
Apples, 3-lb. cartons, each.....	0 46
Pears, choice, 25's	0 15
Peaches—	
Choice, 25-lb. boxes	0 12
Choice, 10-lb. boxes	0 13
Currants—	
Fresh cleaned, half cases, Australian, lb.	0 19 0 22
Dates—	
Hallowees, 68-lb. boxes.....	0 13
Fards, box, 12 lbs.....	2 05
Raisins, California—	
16 oz. fancy, seeded	0 11½
16 oz. choice, seeded	0 11
12 oz. fancy, seeded	0 09½
12 oz. choice, seeded	0 08¾
Raisins, Muscatels—	
3 crown, loose, 25's	0 09¼
3 crown, loose, 50's	0 09
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes.	0 10
3 crown, loose, 10-lb. boxes.	0 10½
Figs—	
Cooking, in mats	0 07½
Mediterranean, 33-lb. mats....	0 08½
Prunes—	
90 to 100, 25s	0 10¼ 0 11½
40 to 50, 25s	0 10¼ 0 16¼
Peels—	
Orange, lb., 7-lb. boxes.....	0 22½
Lemon, lb., 7-lb. boxes.....	0 21¼
Citron, lb., 7-lb. boxes	0 25

Easing Off In The White Bean Market

Winnipeg.

DRIED VEGETABLES.—At last the bean market shows signs of weakness. This was bound to come sooner or later, but it was not expected as early as this. It is realized that many of the trade have bought beans for March-April shipment, which will only be arriving when the new crop arrives. This is having a tendency to bring the price down somewhat earlier

than was expected. It is stated that white beans are offering to-day on the Pacific freely at much lower prices, but these will not be available for a month. No decline has taken place on the Winnipeg market as yet, but jobbers are bound to put their prices down sooner or later, probably inside of a month. Split Peas.—These continue practically unprocurable, and are very high in price. White beans, bush..... 7 50
California Lima Beans—
80-lb. sacks

Bulk Tea Scarce; Shipment On The Way

Winnipeg.

TEA.—Bulk tea is getting scarce in this market, and as boat space is difficult to procure, there is a danger of a shortage. It is learned that a big shipment is on the way here, but it will take six weeks. Just as soon as jobbers begin to draw on their high priced stocks, the retailer will have to pay higher prices.

Prices On New Pack Strawberries And Cherries

Winnipeg.

CANNED GOODS.—New pack strawberries opened up this week 70 per cent. delivery, and prices are much higher than what they were last year. This has been a disappointment to the trade, and it is found that the sale will be curtailed, as this means a 30c can. The cost of strawberries to the retailer will be around \$5.60. Red pitted cherries also opened up, but there will be full delivery of these. The price is higher than last year, being \$5.10 per case.

The demand for canned goods in the wholesale and retail stores, is getting very heavy, and it is particularly heavy for canned salmon, this being the season for the latter. Stocks are nearly depleted, and the new pack will come on a bare market. It is estimated that the earliest for new pack Sockeye will be about September 1. Last reports were that the run of salmon was rather poor, and the opinion expressed by a prominent broker is that the trade is going to get pinched on Sockeye and Cohoes. He expressed the opinion that there would be a pro rata delivery. Little information is available regarding new crop vegetables in Ontario, and what information comes through is conflicting. However it seems that tomatoes are late without doubt, but lately the weather has improved very considerably, which may change matters.

Prices Withdrawn On Some Lines Of Jam

Winnipeg.

JAM.—Several manufacturers are stated to have withdrawn prices, and one advanced his price on strawberry 4c per pail. It is anticipated that with the higher prices prevailing on other lines of food, that jam will experience a very

(Continued on page 45)

FLOUR AND CEREALS

Flour Is Quiet; Feeds Very Firm

Montreal.

FLOUR AND FEEDS.—There were no changes in flour prices up to the last day of the month of July, and the market looked in for a steady spell again. This is due to the waiting mood brought about by the attitude of the Government towards price regulation. A representative number of the principal millers met the Food Controller early this week, and held consultation with him on the possibility of having "Regulation Flour" of a certain percentage in Canada. No decision was reached, for the doings of the United States Government have a strong bearing on the subject; indeed, Canada cannot act independently of the U. S. without possibility of failure to secure the desired result economy. After the U. S. reaches a decision and takes action, it is possible that the market for flour will have a break. The demand for feeds is the feature of the market now. The market for these is exceptionally strong, and no more straight cars of feeds are being disposed of. The condition is one of scarcity of feeds at present in Canada, and if the millers had any to export to U. S. A. they could secure two or three dollars a ton more than prices on this side, perhaps even higher than that. Farmers have clearly been feeding stock with bran, e'c., during summer to secure good milk output owing to the high prices available for milk. Winter wheat markets are unaltered this week, and very quiet.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 00	13 20
Second patents	12 50	12 70
Strong bakers	12 30	12 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90% in wood	12 25	12 35
90% in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 90

Cereals Are Firm, Especially Corn

Montreal.

CEREALS.—The market for the cereals is very firm generally. Corn products are particularly firm; all the package foods based on corn will also be found in very firm market, though no doubt every effort will be made to maintain standard prices where these are well known to consuming public. Rolled oats are firmer, and in demand. Canadian peas are firmer this week. It may be anticipated that such cereal lines will continue firm until new crop begins to be

available, which will be shortly now as fall approaches.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	7 00	7 25
Cornmeal, yellow, 98 lbs.		6 25
Graham flour, 98 lbs.		6 25
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25
Roller oats, 90-lb. bags	5 00	5 25
Whole wheat flour, 98 lbs.		6 25
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		6 50

Flour Demand Big From U.S.

Toronto.

FLOUR.—There is a big demand for flour at the present time from dealers in the United States due to the fact that the Canadian price is lower than the commodity in that country. This has been caused through the establishment of a maximum price of \$2.40 per bushel for wheat in Canada and the prohibition of export. Flour, however, has not been placed on the list as a prohibited export but millers anticipate that it will have an embargo in the near future. Cash wheat held around the \$2.40 mark throughout the week. On Wednesday of last week with the announcement of the British Government buyer that no more than \$2.35 would be paid the price receded to \$2.34, but the following day it worked up to \$2.37 and on Friday it again touched \$2.40. In Chicago the cash prices on Monday of this week were from \$2.60 to \$2.64. There have been welcome rains in the Canadian West during the week which gave relief from the hot winds that have been threatening the crop for some little time. Domestic demand for flour is also good.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 90	\$13 10
Second patents	12 40	12 60
Strong bakers	12 20	12 40
Ontario Winter Wheat Flour—		
High patents	12.00-12.20	12.20-12.40
Second patents	11.60-11.80	11.80-12.00

Demand For Oatmeal And Rolled Oats Heavy

Toronto.

CEREALS.—There is a very heavy demand for rolled oats and oatmeal both for export and domestic consumption. Usually there is a falling off in inquiry for these commodities during the hot summer months but people are evidently eating them this summer in preference to some other classes of food. Corn flour was in higher market due to the situation in corn and was quoted up to \$7.15 per 98-lb. bag. Hominy grits and pearl hominy were also increased in price

to \$6.95, an advance of 20c. Yellow split peas show an easier tendency in some quarters owing to light demand, quotations being down to \$10 per bag.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	7 50
Barley, pot, 98 lbs.	5 00	5 50
Buckwheat flour, 98 lbs.	5 75	6 50
Corn flour, 98 lbs.	6 00	7 15
Cornmeal, yellow, 98 lbs.	5 50	5 65
Farina, 98 lbs.	6 45	6 50
Graham flour, 98 lbs.	6 00	6 25
Hominy, grits, 98 lbs.		6 95
Hominy, pearl, 98 lbs.		6 95
Oatmeal, 98 lbs.	5 25	5 60
Roller oats, 90-lb. bags	4 60	4 70
Roller wheat, 100-lb. bbls.	6 50	6 75
Wheatlets, 98 lbs.	6 45	6 50
Peas, yellow, split, 98 lbs.	10 00	10 50
Blue Peas, lb.	0 10	0 12

Above prices give the range of quotation to the retail trade.

Bran And Shorts Show Firmer Tendency

Toronto.

MILL FEEDS.—A very heavy demand is reported for shorts and middlings and in some quarters the demand for bran is also reported quite heavy. There is a ready market for all available bran in the United States. Prices showed an inclination toward higher levels and quotations on bran were made from \$35 to \$36 per ton. Shorts also were quoted in a range from \$40 to \$42 and special middlings from \$47 to \$50 per ton.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35-\$36	\$37-\$38
Shorts	40-42	42-44
Special middlings	47-50	49-52
Feed flour, per bag		3-3 25

Big Demand For Bran; Flour Declines To \$12

Winnipeg.

FLOUR AND FEED.—Early this week the market stood at \$12.00 for first patents, a decline to this figure having taken place on Monday, July 23. The price of \$12.00 was based on the maximum price of wheat, viz., \$2.40. It is strange that this price is not fixed on the Winnipeg Grain Exchange, as cash wheat was bringing \$2.42 last week end. Men on the Exchange say that the fixed price does not go into effect until August 1. This fixed price of course is only temporary, and is meant to apply only to the 1916 wheat left in the country. Evidently the Government will wait to see what kind of a crop we are going to get this year before fixing price beyond 1916 wheat. Country buyers are apparently reconciled to this fixed price, as there has been considered domestic business on a basis of \$12.00 for flour. Nobody today can forecast what will happen after August until the new crop is nearer at hand. Millers in Winnipeg are not buy-

ing further ahead than August, and are not selling further ahead than that, working on a hand-to-mouth basis. Rolled Oats.—Price of sacks is \$4.00, and for packages \$4.75, so that there has been no change in the past week. Millers are all considerably oversold on both rolled oats and oatmeal. This is unusual during the warmer months of the year, but is no doubt owing to the fact that the Government is taking any surplus that may be offered. Feeds.—The market jumped last week to \$32. and \$37. for bran and shorts respectively. Price of mixed chop is \$54.00. There is considerable demand for bran. As high as \$35.00 has been received by millers f.o.b. Fort William for ten and twenty car lots of bran. This will have a tendency to put the price still higher, as there is a big demand for feed from the Eastern States.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90
Cereals—	
Rolled oats, 80's	4 00
Rolled oats, rkg's., family size	4 75
Cornmeal, 98's	6 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00
Mixed chop, ton	54 00

WEEKLY MARKET REPORTS

(Continued from page 43)

heavy demand this year, much heavier than in former years.

Cucumbers \$4.50 Bushel;
Raspberries \$4 24-lb. Box

Winnipeg.

FRUIT AND VEGETABLES.—Asparagus is off the market. Cream beans are down to \$2.50. Old potatoes are done. New potatoes can be bought for \$2.40 per bushel. New turnips are down to \$3.75 per bag. California cabbage is down to 3c per lb. Tennessee tomatoes can be bought as low as \$2.00 case. Raspberries are down to \$4.00 per 24 lb. boxes or \$5.00 per 24 pint case. Cantaloups have been slightly cheaper this week—\$2.25 for flats, but will probably be up at least to \$2.50 this week. Peaches are up to \$2.00 crate. Washington apricots are expected at \$1.75 per crate. California pears are coming in at \$4.00 crate. Gooseberries, 24 pints, are bringing \$2.25. Cucumbers are selling \$4.50 per bushel.

Cucumbers, bushel	4 50
Beans, cream	2 50
Potatoes, new, B.C.	2 40
Carrots, new, bag	4 50
Turnips, new, bag	3 75
Cabbage, Cal., lb.	0 03
Lettuce, leaf, doz.	0 15
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 15
Tomatoes, Tennessee, case	2 00
Fruits—	
Raspberries, case 24 pints	4 50
Oranges, Valencias	6 00
Lemons	8 00
Bananas, lb.	0 06
Cherries, 25-lb. box	4 00
Watermelons, doz.	8 00
Cantaloups, flats	2 25
Cantaloups, standard, 45 to case	6 50
Apricots, Washington	1 75

Pears, Cal., crate	4 00
Plums, crate	2 50
Peaches, crate	2 00
Gooseberries, 24 pints	2 25

Broilers Expected; All Fish Plentiful

Winnipeg.

FISH AND POULTRY.—There appears to be a plentiful supply of all kinds of fish except pickerel, and a good demand. The latter will not come in until late in August—when the fall fishing starts. Poultry should start coming in this week. The fact that there is a lot of poultry in storage should not prevent farmers bringing their stuff in, broilers will be offering this week.

Whitefish	0 11	0 12
Salmon, frozen	0 15
Salmon, fresh	0 19
Halibut, fresh	0 15
Cod	0 12	0 12½
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½

LONDON GROCERS' PICNIC.

Crowd of 6,000 Attends London Retail Grocers' Picnic at Port Stanley.

With about six thousand people on hand, the London, Ont., Retail Grocers' Picnic was held at Port Stanley on Wednesday, July 18, and passed off a huge success. As usual, the sports program prepared by the executive was the centre of interest, and keen competition marked the struggles between the respective baseball teams in which the clerks from the north side defeated the clerks from the south side by a score of 3 to 2, and the bosses from the south side defeated the bosses from the north side by a score of 20 to 5. Archie McPherson, of the Elliott Marr Company, was umpire, and prominent in the game were Fred Brown, Harry Ranahan, pitcher, Charley Ross, pitcher for the south side, Ald. Gordon Drake, W. Craig, C. Ross, H. Langford, F. Brown, P. Chadwick, K. McCormick, G. Player and F. St. Lawrence. The north side team consisted of A. Henry, H. Ranahan, M. Young, D. Donaghy, F. Pierce, J. Manning, H. Harley, J. Gillett and F. Bapthorne.

Tilting the bucket brought forth considerable amusement in the athletic program, and many contestants emerged like drowned rats through the inability of their partners to navigate successfully. Notably among this class were Tom Rowat and Dan Carter. The running high jump and the baby show were also features, with the usual difficulty in judging the latter. Special prizes were awarded for Scotch and Irish dancing in costumes, and the difficult task of judging was delegated to K. McCormick and Archie McPherson.

Music throughout the day was provided by the Marconi Club Band and the Cortest Orchestra. The Committee provided the grocers and their friends with refreshments on the beach, and the local

amusement facilities, such as the roller coaster, and new bath house were well patronized.

President Shaw and Secretary Harley were congratulated on all sides for the success of the picnic, in the arrangement of which they were assisted by an able executive, consisting of: Thos. Shaw, H. Harley, J. McLeod, G. Drake, A. Palmer, C. J. Farr, F. Pierce, H. Ranahan, J. T. May and Thos. McCormick.

CHAIN STORES FOR SASKATCHEWAN

An important new enterprise, consisting of a chain of retail grocery stores, in the Province of Saskatchewan, has been announced, and the organization is being financed on Weyburn, Sask., capital. The new concern, to be known as McBride's, Ltd., will be headed by J. A. McBride, of Weyburn, who recently disposed of the Golden West Grain Co. F. B. Mitchell, present manager of the Weyburn Grocery Co., will be general manager of the company. It is the intention to establish retail grocery stores in all the leading cities and towns of the province and in the near future branches are to be opened in Estevan, Assiniboia, Shaunavon, and Moose Jaw. Managers will be placed in charge of the individual stores, following the plan adopted in the chain stores in the United States, and business will be on a strictly cash basis.

OTTAWA GROCERY DRIVERS FOR FARMS

The Ottawa retail grocers have decided to release some of their men to help the farmers in the harvesting of the crops. These men are chiefly drivers, who will be of most value for work of this nature. In view of the releasing of these drivers, it has been urged that an effort be made to have deliveries curtailed. It was decided to launch a campaign to educate people to carry their parcels in order that deliveries might be minimized and the housewives are to be asked to give every assistance.

RETAILERS AND WHOLESALERS TO MEET.

With a view to a closer co-operation between retailers and wholesalers, the Canadian Credit Men's Trust Association has issued a circular to all its members urging them to be present at the Dominion convention of Retail Merchants at Montreal during the two days of the convention, August 16 and 17, which have been set aside by the retailers for special conferences with the wholesalers.

Boston, Mass, July 5, 1917.

The MacLean Publishing Company, Ltd.,
Toronto:
Gentlemen:

We wish to compliment you on the splendid Annual Spring and Summer Number of the CANADIAN GROCER. It certainly reflects the spirit that Canada is doing business as usual.

Yours truly,

Johnson Educator Food Company,
per N. F. Barbour.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, July 31.—The month, which started slow, ends like a whirlwind. Last week was the best for wholesale trade in staples in the history of Vancouver. Fruits and vegetables are mediocre, but new potatoes are plentiful at from 2c a pound up. Flour is unsteady, with no material change. Raspberries are going begging, but California pears, peaches and plums are cleaned up as soon as the car arrives. Watermelons are about meeting the demand. An advance in rice is expected in a few days. The jam factories, which are loaded, are already pushing the sale of this year's strawberry and raspberry jams.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 93
Flour, first patents, Manitoba, per per bbl., in car lots	12 40
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 12½
Beans, B.C., white	0 16
Potatoes, new, per lb.	0 02½ 0 03
Potatoes, per ton	40 00 95 00
Lard, pure, in 400-lb. tierces, lb.	0 26½
Butter, fresh made creamery, lb.	0 42
Eggs, new-laid, incartons, doz... ..	0 42
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, July 31.—Sugar made two advances during the week—one of 15c and one of 30c—quotations now being \$9.90 per 100 pounds for extra granulated. Large Ontario cheese is being offered at 24½c and 25c per pound. Kellogg's cornflakes have been advanced to \$3.60 per case. Wagstaffe's strawberry jam has been increased 4c per pail and other varieties 2c per pail. Rolled oats have again been increased in price by 20c, making 80's now \$4.50. It is rumored that Rogers' syrup has been advanced, but at time of writing same could not be confirmed. Strawberry 2's are quoted at \$5.50 to \$5.85. There is a scarcity of canned pineapples locally. New crop British Columbia potatoes are now 4c per pound. Sago is quoted from 12c to 13c per pound.

CALGARY:

Beans, small white, Japan, lb... ..	0 14	0 15
Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.....	0 82	0 90
Rolled oats, 80s	4 50	
Rice, Siam, cwt.	5 65	

Tapioca, lb.	0 11
Sago, lb.	0 12
Sugar, pure cane, granulated, cwt.	9 90
Cheese, No. 1 Ontario, large....	0 24½ 0 25
Butter, creamery, lb.	0 40
Do., dairy, lb.	0 27
Lard, pure, 3s, per case	16 80
Eggs, new laid, case.....	9 00 10 00
Tomatoes, 2½s, standard case....	4 50 4 80
Corn, 3s, standard case	3 70 4 00
Peas, 2s, standard case	2 95
Apples, gals., Ontario, case	2 55 2 80
Strawberries, 2s, Ontario, case....	5 50 5 85
Raspberries, 2s, Ontario, case....	5 40 5 85
Peaches, evaporated, lb.	0 14 0 15
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 00
Salmon, pink, tall, case.....	7 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, July 31.—Local showers have improved crop outlook slightly. The heat wave last week, when the thermometer reached 105 degrees, has been followed by a cool wave throughout Saskatchewan. Flour declined 60c per barrel on July 26, making the price now \$12.20, but the market is firm, and gives evidence of an advancing tendency. The expected advance in rolled oats took place on July 30 to \$5.10 per bail, an increase of 50c. Sugar advanced July 30 to \$9.59. Two advances in Rogers' syrups—the first of 85c and the second of 25c, on July 31. Maple syrup has advanced \$2.25 per case, and is now quoted at \$12.90 per case in gallon tins. Cornflakes have advanced 20c per case, while corn syrup shows an increase of 30c per case. Cornmeal bails are now quoted at \$6.05. Some lines of chicory have advanced 5c per pound. Canned strawberries of new crop will be higher, probably opening about \$1 per case above the old quotations. Shelled walnuts are now quoted at 52c per pound.

REGINA—

Beans, small white Japan, bu... ..	7 15
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl..	12 00 12 20
Molasses, extra fancy, gal.....	0 71
Rolled oats, bails	5 10
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13¼
Bacon, smoked backs, lb.....	0 30½
Bacon, smoked, sides, lb.....	0 30
Sugar, pure cane, gran., cwt....	9 59
Cheese, No. 1 Ontario, large	0 25
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case.....	16 50
Bacon, smoked sides, lb.....	0 32
Bacon, smoked backs, lb.....	0 30
Eggs, new-laid	0 28
Pineapples, case	4 75 5 35
Tomatoes, 3s, standard case....	4 50
Corn, 2s, standard, case.....	3 75
Peas, 2s, standard, case.....	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case.....	5 15
Raspberries, 2s, Ont., case.....	5 45
Peaches, 2s, Ontario, case.....	3 75
Salmon, finest sockeye, tall, case.	13 50
Salmon, pink, tall, case.....	7 75
Pork, American clear, per bbl... ..	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, July 31.—Sugar lent some interest to a quiet market this week, with two advances of 15c on the 26th and 20c on the 30th, making prices as follows:—Standard granulated, \$8.60 to \$8.65; No. 1 yellow, \$8.10 to \$8.15; Paris lumps, \$9.85 to \$10.25. Cornmeal also shows a sharp advance, with an increase of \$2.50 per barrel for granulated, which is now \$13.50, and ordinary is up to \$4.20. Molasses is still higher at 72c to 73c. Eggs are firmer. New-laid are 34c to 38c, and case eggs at 32c to 33c. Butter has also advanced, and is now 24c to 36c for dairy and 32c to 34c for tub. Messina lemons are lower at \$6.50 to \$7. Strawberries are higher at from \$8 to \$10 per case. California pears are \$4 to \$4.50. Plums, \$2.75 to \$3.50. Texas onions, \$2.25, and Bermuda onions are off the market. Cucumbers dropped to 75c per dozen. Potatoes are firm at \$7.50, with some from Southern States of poor quality at \$7. There are a few new native potatoes at \$2.50 per bushel, but it will be another fortnight before the native crop will be sufficiently advanced to really affect the market.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	13 90
Ontario	13 35
Cornmeal, gran., bbls.	13 50
Cornmeal, ordinary, bags	4 20
Molasses, extra fancy, gal.	0 72 0 73
Rolled oats, bbl.	10 00
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 75 8 80
Rice, Siam, cwt.	7 50 8 00
Sago and tapioca, lb.	0 13½ 0 14
Sugar—	
Standard granulated	8 60 8 65
No. 1 yellow	8 10 8 15
Paris pumps	9 85 10 25
Cheese, N.B., twins	0 22½ 0 23
Eggs, new-laid	0 34 0 38
Eggs, case	0 32 0 33
Breakfast bacon	0 33 0 35
Butter, dairy, per lb.	0 34 0 36
Butter, tub	0 32 0 34
Lard, pure, lb.	0 28¼ 0 28½
Lard, compound	0 21¼ 0 21½
American clear pork	52 00 55 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case....	4 70
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.....	4 30
Corn, 2s, standard case	3 80
Peas, 2s, standard case	2 80
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case....	8 00 10 00
Pork and beans, case	4 00 5 50
Fresh Fruits and Vegetables—	
Lemons, Messina, box	6 50 7 00
Lemons, Cal., box	7 50
Oranges, Cal., box	4 50 5 50
Strawberries, crate, per box	0 08
Pears, Cal.	4 00 4 50
Peaches, Cal.	1 75 2 00
Plums, Cal.	2 25 2 75
Grapefruit, per case	6 00 7 00
Potatoes, bbl.	7 50
Onions, Texas	2 25 3 00
Tomatoes, Bermuda	5 00
Cucumbers, doz.	0 75

PRODUCE AND PROVISIONS

Hogs Falling Off In Summer Supply

Montreal.

PROVISIONS.—During the excessively hot weather of late the demand for provisions has been low as regards the dressed meats, but more pronounced as to the cooked meats of all kinds. Prices for the pork products and meats remained steady at the firm levels now prevailing. The market for live hogs is very firm with supplies uncertain and unsatisfactory. Live hogs were selling at \$16.25 per hundred pounds, and dressed at \$23.00 per hundred early in the week. Boiled hams are available at a cent lower this week than last week, and shortening is again reduced by half a cent a pound demand for this being low at present.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 42	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 25½	
Tubs, 60 lbs.	0 25¾	
Pails	0 26	
Bricks, 1 lb., per lb.	0 27	
Shortening—		
Tierces, 400 lbs., per lb.	0 21¾	
Tubs, 50 lbs.	0 22	
Pails, 20 lbs., per lb.	0 22¾	
Bricks, 1 lb., per lb.	0 23	

Poultry Conditions Continue Steady

Montreal.

POULTRY.—There is no change in conditions affecting poultry supply this week as compared with last week. Chickens, ducklings and fowls are being sent forward sufficiently to supply market requirements. The demand for live poultry is heaviest amongst the Jewish population, and dressed poultry has been selling very well in general. Undoubtedly the value of poultry as a flesh food is appreciated by consumers, and the recent hot weather has helped demand for the lighter flesh food of the poultry counter. Still too many poorly finished birds are being offered from the country. High cost of poultry feed is blamed in some cases for the hurrying of birds to market in too thin and scraggy

a condition. The market for live poultry is a little easier this week.

Poultry—	Dressed	Live
Old fowls	0 21	18-20
Chickens, milk-fed, crate fat-tened, lb.	0 25	0 22
Old roosters	0 16	0 14
Roasting chickens	0 28	0 22
Young ducks		0 25
Turkeys (old toms), lb.	0 31	0 25

Supply Of Eggs Low; Quotations Higher

Montreal.

EGGS.—Receipts of eggs continue light. Receipts for the week ending July 28th are 8,000 cases less than for the corresponding week last year, and the total receipts of eggs to date are over 70,000 cases short of last year's total receipts to the same date. It is pointed out that the decline in egg receipts may be attributed to the fact that hens are now shut up during the harvest period, and a further reason is said to be the shortage of old corn. In some districts it is reported that the supply is entirely exhausted. As high as 0.36 to 0.37 cents f.o.b. is being paid in the country for eggs, and even higher prices are being paid for strictly new lays which have been in excellent demand during the hot spell. No eggs are being offered for export as the weather is too hot, but there is still considerable export enquiry and dealers are confident that business will result. For fall export, Sept., Oct., Novr., it is said that heavy orders are being booked.

Eggs		
New laid, specials	0 47	0 48
Selects		0 44
No. 1's		0 40
No. 2's		0 36

Cheese Market Is Steady And Quiet

Montreal.

CHEESE.—At Cowansville cheese has been sold for 20¼ cents, at St. Hyacinthe 20¾. Prices in Montreal are steady as far as bulk sales go at the Commission's figures which are for No. 1 cheese 21¼; No. 2, 21¼; No. 3, 20¾ cents. Production is believed to be high in the country but receipts in Montreal are behind those of last year at this date by some 223,000 boxes. This is, however, due to the fact that last year's receipts showed a good deal of United States cheese. Production of Canadian cheese may therefore be considered up to normal so far. Prices to the retailer are unaltered this week, having gone a little lower last week. Demand is quiet at the time.

Cheese—		
Large (new), per lb.	0 22	0 22½

New twins, per lb.	0 22	0 22½
Triplets, per lb.		0 22½
Stilton, per lb.		0 25
Fancy, old cheese, per lb.		0 30

Butter Market Is Developing Strength

Montreal.

BUTTER.—Prices of butter in the country have been advancing as some dealers think unaccountably, and again there has been uncertainty of tone in other quarters. In general however, the market is much firmer, and there is shortage of production in spite of well watered pasturage which has kept green for much longer than usual in summer. It is anticipated that butter may be a good deal higher priced in the fall, and buying against this possibility is said to have caused the advances in price noted this week. Over two cents higher was paid for Eastern Townships butter sold at the Dairymen's Exchange 38¼c being paid for some 800 boxes. Finest creamery prints are now quoted to retailers by some firms at as high as 40½ cents a lb., and solids from 39 to 40 cents. Other dealers have not advanced quite so high and are still quoting as under, but the market is very firm, and advances are quite to be expected.

Butter—		
Creamery prints (fresh made).	0 38	0 38½
Creamery solids (fresh made).	0 37½	0 38
Dairy prints choice, lb.	0 33	0 35
Dairy, in tubs (choice)		0 32
Bakers		0 30

Maple Sugar Firmer; Honey Crop Is Late

Montreal.

HONEY AND MAPLE.—The market for maple sugar has begun to show the inevitable firmness due to shortage of supply and steady demand. The sugar is now quoted at a cent a pound higher than previously, and the syrup is in some quarters (though not generally) also higher. Some firms are selling the pure maple syrup in Imperial gallons at \$1.75 Others still quote at the figures given below. The season for honey is found to be remarkably late. Not a single offer of honey or enquiry for price to the producer has been received so far by one of the leading handlers of this product in Montreal. But demand is reported quiet for honey during the hot spell.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.		0 13
Clover, 5-10 lb. tins, per lb.		0 15½
Clover, 60-lb. tins.		0 14½
Comb, per section	0 18	0 19

Maple Product—		
Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 16	0 17

Lard Is Down; Live Hogs Up

Toronto

PROVISIONS.—With haying time in full swing the farmers have not been sending their hogs to market very freely during the week, as their activities are bent toward their pressing farm duties. Furthermore, the extremely hot weather causes the hogs to lose considerably in weight. Prices have advanced 75c per 100 pounds, and there is a continued undertone of firmness as long as the present warm weather lasts. Compound lard is down ½c per pound, making the range from 20¾c to 21¾c per pound. There has been better business in compound lard during the week, as heavy stocks recently purchased have now become reduced somewhat and buyers have been again in the market. There is an undertone of firmness to the compound market, however, as cottonseed oil advanced in the primary market during the week. Pure lard was also quoted down as low as 23½c per pound on tierce basis, with 23c being quoted in some instances where good-sized orders were involved. There is an extra heavy demand for cooked meats of all kinds, and prices on roast hams and shoulders have been advanced 1c per pound. Smoked meats are in very light demand.

Hams—		
Medium, per lb.	0 29	0 31
Large, per lb.	0 24	0 26
Bacon—		
Plain	0 30	0 40½
Boneless, per lb.	0 38	0 40
Bacon—		
Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 27½	0 28½
Wiltshire (smoked), per lb.	0 28	0 31
Dry Salt Meats—		
Long clear bacon	0 26	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 39½	0 41½
Hams, roast, per lb.	0 44	0 46
Shoulders, roast, per lb.	0 41	0 43
Barrel Pork—		
Mess pork, 200 lbs.	47 50	48 00
Short cut backs, bbl., 200 lbs.	50 00	
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 23	0 26
Compound tierces, 400 lbs., lb.	0 20¾	0 21¾
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	24 00	
Live, off cars	16 25	
Live, fed and watered	16 00	
Live, f.o.b.	15 25	

Butter Again Advances 2c Pound

Toronto

BUTTER.—Due to the export demand largely, and in part also to the local demand, higher prices on butter were asked during the week. The British Government has been paying on the basis of 35¼c at Montreal, and it is understood some of these shipments are to go forward as soon as shipping space is available. One exporter pointed out that it was doubtful if any more space could be had for a month. A steady decrease in production has been noted from the commencement of the season, and this in

measure accounts for the higher price. Fresh-made creamery prints are selling from 38c to 40c per pound.

Creamery prints, fresh made	0 38	0 40
Creamery solids	0 38	0 39
Dairy prints, choice, lb.	0 36	0 37
Dairy prints, lb.	0 32	0 34

Manitoba Eggs Coming To Ontario

Toronto

EGGS.—Considerable numbers of Manitoba eggs are now reaching the market, and at prices that will be below present selling figures of local eggs, being around 38c to 39c. Supplies of eggs are light from Ontario points, due to the fact that the hens are now moulting. Eggs advanced 2c to 3c per dozen during the week, and from present indications there would seem to be higher prices in sight. Now that the grain harvest is measurably nearer, the hens will soon be able to get on the stubble and pick the fallen grain. This will no doubt help production considerably. There is a fairly good consumption locally.

Eggs—		
New laid, cartons	0 45	0 47
New laid, ex-cartons	0 42	0 43

Cheese Export Going On Steadily

Toronto

CHEESE.—Lacking an incentive for any price changes in the cheese market, interest centres largely around the amount of this commodity that is being shipped out of the country. Some of the buyers in the country districts assert the farmers think the spice of adventure has been taken out of the market by the establishment of a fixed price for cheese by the Cheese Commission. The farmers are stated to prefer the ups and downs of a fluctuating market rather than the present monotonous condition. However, good prices are being obtained, although not as high as they were at one time. Prices were unchanged.

Cheese—		
New, large	0 22¼	0 23
Old, large	0 29	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 24	0 25

Poultry Supplies Coming Somewhat Light

Toronto

POULTRY.—With the extremely warm weather of the past week there has been very little poultry moving from the producing points. People are evidently too busy with other activities to devote much attention to the movement of hens and chickens. Furthermore, the spring chickens are not at their best yet. With the hot weather a better demand for poultry is anticipated, as it is considered usually a good hot-weather meat. Prices locally remained unchanged. There are very few turkey gobblers reaching the market at present, only the stragglers remaining to come in.

Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 16	0 18
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.		
Do., dressed, 2 lbs. and over..	0 20	0 30

Squabs, dozen	4 00
Prices are those paid at Toronto by commission men.	

Anticipate Fairly Good Honey Crop

Toronto

HONEY, MAPLE SYRUP.—Commission men who have had any reports on the honey crop assert that they have so far been favorable for a fairly good crop.

Hog Market Advancing; Lard Drops ½c Lb.

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market advanced on Tuesday, July 24 to \$14.25, and on the following days to \$15.00, as against the previous week's price of \$14.00. The market was near the \$15.00 mark early this week. There has been a big demand for hogs, both local and from the East, and the quality is running fairly good. Provision prices are unchanged. Pure lard is meeting with a slow demand and the price dropped half a cent, to 26½c tierce basis, and a further decline is anticipated the beginning of next week. With harvesting coming on the demand should improve, and unless outside conditions have a bearing, there should be no great decline in price. Eggs.—The market has firmed up on account of lighter receipts and better demand. Price of No. 1 candled eggs to the trade is 34c. Creamery Butter.—Creamery is a little higher, just now selling to the trade at 38c for No. 1 in cartons. The market has fallen off slightly, and in view of Eastern prices it would seem that the market here was inclined to be high. Dairy Butter.—The market has been excited here, and it is stated that as high as 30c f.o.b. country points, has been paid. Some packers consider these prices to be on a speculative basis. Cheese.—Although Ontario cheese has been quoted at ¾c lower, viz., 21c f.o.b. shipping point, the price being paid by Manitoba factories is unchanged. No doubt present prices will rule in view of the British Government setting the buying price.

Hams—		
Light, lb.	0 30
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 33	0 36
Backs, regular	0 32	
Backs, select, per lb.	0 34	
Dry Salt Meats—		
Long clear bacon, light.	0 25
Backs	0 26
Barrelled Pork—		
Mess pork, bbl.		45 00
Lard, Pure—		
Tierces	0 26½	
20s	5 60	
Cases, 5s	16 42	
Cases, 3s	16 50	
Lard, Compound—		
Tierces	0 21½	
Tubs, 50s, net	10 78	
Pails, 20s, net	4 50	
Fresh Eggs—		
New laids	0 34	
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large, fresh	0 22½	0 23
Butter—		
Fresh made creamery, No. 1		
cartons	0 38	
Fresh made creamery, No. 2..	0 36	



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vegetables are pack-
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Handled everywhere
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who cater to the taste
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Everywhere.

CALIFORNIA PACKING
CORPORATION
SAN FRANCISCO, CALIFORNIA



If any advertisement interests you, tear it out now and place with letters to be answered.

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So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

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Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit \$3.00 to pay for my subscription on receipt of bill.

Name.....

Address



Your Brush Business

Talk quality to every customer that comes to buy a brush and illustrate your argument with

"KEYSTONE"

Household Brushes

If you get trade for floor brushes, clothes brushes, shoe brushes, dust brushes, crumb brushes and scrub brushes of "Keystone" quality you will find it pays to push **QUALITY**.

For prices, etc., write—

STEVENS-HEPNER CO.
LIMITED
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

The best

Orange Marmalade

is

Wethey's

Are you selling it?

A neat little
seller
for your
window and
counter
displays



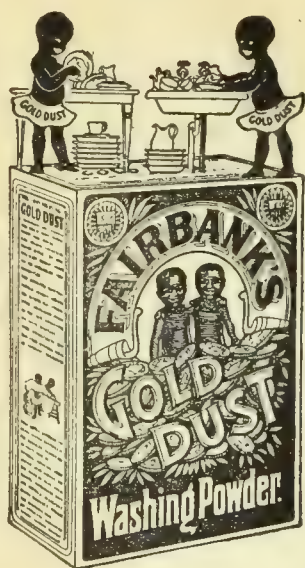
The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
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GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY

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“Let the GOLD DUST TWINS do your work.”

Century SALT

is appreciated everywhere

Its superior goodness has won for it the approval of particular housewives. You'll like its ready selling and profit-making qualities.

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SARNIA, ONT.

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end
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Confection-
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We Specialize in
Transparent
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Heavy Kraft Bags with
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We make Bags to line any
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SPECIALTY PAPER BAG CO., Ltd.
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If any advertisement interests you, tear it out now and place with letters to be answered.

Your Recommendation Of **PURITY** **FLOUR**

**For All Baking
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Every good product you recommend makes your "Advice" more valuable—makes your position with your customers more secure. In short, good goods make your word good.

You can recommend Purity Flour without fear or hesitation to your most particular customers. You can tell them it is an all-purpose flour for every baking need and the most economical food product on the market. Stock it—display it—push it. "Purity" always gives satisfaction.



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Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, and St. John, N.B.



ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

**Don't stock—but sell it. Show it in
your counter and window displays.**

J. C. Eno, Limited, "Fruit Salt" Works

LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



Satisfy your customers' fish requirements

You can guarantee satisfaction to the most hard-to-please if you handle the popular quality line—

BRUNSWICK BRAND

There are no more wholesome and nourishing fish in the world than those specially selected for Brunswick Brand. And our facilities for packing them in the most sanitary and attractive manner are unequalled anywhere.

Check off your requirements from the attached list and get your wholesaler to supply you.

1/4 Oil Sardines
1/4 Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams



Connors Bros., Limited
BLACK'S HARBOR, N.B.

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Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2 1/2-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

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4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
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"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure.....	\$1 75
1/2 Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
30's Tin or Wood, one pail crate, per lb.	14 1/2

BLUE

Keen's Oxford, per lb.....	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, 1/2-lb. tins, doz...	2.45
Perfection, 1/4-lb. tins, doz...	1.85
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36



War-Time Economy Calls for Honest Quality Goods

— We Make Them

The use of fillers and adulterants in soaps, cleansers, etc., may be defended on some counts, but certainly not if the interest of the people is considered. Lever Brothers' goods are guaranteed pure and made only of the highest quality materials. They give your customers 100% value for their money.



Matchless for Purity and True Economy — Sunlight and Lifebuoy Soap

Better, purer soaps than these could not be made. Their increasing sales indicate that more and more people are realizing this fact. The grocer who pushes them is doing a genuine service to his customers—and to himself.

Lever Brothers, Limited, Toronto, Can.

If any advertisement interests you, tear it out now and place with letters to be answered.

ROLLED BACON

Sugar Cured, Boneless,
nice fresh goods and
low in price.

*Let us have a sample
order from you.*

F. W. FEARMAN CO.
LIMITED
HAMILTON

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick-Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for
Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.	0 39
Lunch bars, 5-lb. boxes.	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2 1/2-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can.....	
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—1/2s, *\$2.90.	
1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—1/2s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—1/2s, \$2.	
Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	

If any advertisement interests you, tear it out now and place with letters to be answered.

S. DAVIS & SONS, LTD.

CIGAR MAKERS MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada



There's no sounder advice which a retailer can give to a customer, on the point of economy combined with nutritive value.

MOUNT ROYAL MILLING & MFG. COMPANY

D. W. ROSS COMPANY

AGENTS

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



A delightful Summer beverage

Barnes Grape Juice is a Pure Concord Product that wins prestige and profit for the dealer selling it.

Keep your stock displayed.

The
Ontario Grape Growing
and Wine Mfg. Company
ST. CATHARINES, ONT.

The Crop and Business

In view of the great importance of the crop in relation to the Empire's food supply and Canada's business prosperity, THE FINANCIAL POST will present each week a special article dealing with the developments in a broad way and as they affect the business situation as a whole. This article will be edited by F. M. Chapman, Editor of The Farmer's Magazine, who will have direct and authoritative information on the Western Canadian situation supplied regularly by Miss Cora Hind, a former member of our staff, but now Agricultural Editor of the Manitoba Free Press, a publication whose information for some years has not taken second place even to the current Government statistics. Miss Hind's service will be supplemented by reports from the Provincial Departments of Agriculture from time to time.

THE POST believes that this special on agricultural conditions as presented to the readers of THE POST will prove a very valuable guide to the manufacturers and business men, as well as to the investing public as to the developments of the crop in relation to general business and financial affairs. This is only one of the many news features that THE POST gives its readers every week. It has become so valuable that thousands of them renew year after year.

**The Financial Post of
Canada**

143-153 University Avenue
Toronto, Ontario

Cambridge Sausage, 1s, \$4; 2s, \$7.75.	
Boneless Pigs' Feet, ½s, \$2; 1s, \$3.50; 2s, \$8.	
Lambs' Tongues, ½s.	
Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.25; 4s, \$20.	
Sliced Smoked Beef, glass, ¼s; ½s, \$2.25; 1s, \$3.50.	
Tongue, Ham and Veal Pate, ½s, \$1.95.	
Ham and Veal, ½s, \$1.95.	
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, \$1.30.	
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.	
Ox Tongues, tins, ½s, \$3.75; 1s, \$7; 1½s, \$12.50; 2s, \$16.	
Ox Tongues, Glass, 1½s, \$13; 2s, \$15.	
Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.	
In Pails, 25 lbs., 15c lb.	
In 50 lb. Tubs, 15c lb.	
In 85 lb. Tubs, 14½c lb.	
In Glass, 1s, \$3.	
Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.	
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.	
Clark's Tomato Ketchup, 16 oz.	
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.	
Individuals, 85c doz.	
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.	
Individuals, 95c doz.	
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.	
Individuals, 95c.	
Tomato Sauce, 1½s, \$1.85; Chili Sauce, 1½s, \$1.85; Plain Sauce, 1½s, \$1.60.	
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.	
Clark's Chateau Chicken Soup.	
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.	
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.	
Spaghetti with Tomato and Cheese, ½s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.	
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.	
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.	

LAPORTE, MARTIN, LIMITEE Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre	
cs.	8 00
Neptune	9 00
San Rival	9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 11 00	
--------------------------------------	--

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz.	1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz.	1 25
Club Soda, Trayders, cs., 6 doz., pts., doz.	1 30
Club Soda, Trayders, cs., 6 doz. splits, doz.	1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb.	0 48
Princess Blend, 50 and 30-lb. tins, lb.	0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb.	0 35
Victoria, ch. 90 lbs., lb.	0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb.	0 34½
Victoria, 5, 10, 25, 50-lb. tins lb.	0 32
Princess, 1-lb. tin, lb.	0 22

MUSTARD

COLMAN'S OR KEEN'S

	Per doz. tins
D. S. F., ¼-lb.	\$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15
	Per jar
Durham, 4-lb. jar, each.	1 30
Durham, 1-lb. jar, each.	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen.	\$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.	

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen.	\$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen.	2 50
Weight 11 lbs. to case. Freight rate, 2d class.	

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz.	\$ 1 05
List Price	

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

	5c Round litho.	10c Oval litho.
SPICES.	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins 90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c pkgs., window front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c pkgs., window front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	3

CANADIAN RASPBERRIES

Gooseberries
Cherries Currants, etc.
Tomatoes Cucumbers
Beans Potatoes
Cabbage, Etc.

Also
Imported Cantaloupes, Watermelons,
Peaches, Pears, Plums, Oranges,
Lemons and Bananas.

The House of Quality.

HUGH WALKER & SON
GUELPH, ONT.

FRUITS

in Abundance

Melons, Cantaloupes,
Bananas, Raspberries,
Peaches, Plums,
Pears, Blueberries,
Oranges and Lemons.

*The Best the World
Produces.*

WHITE & CO., LIMITED
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.

Before you build your home

You will save many dollars, avoid many mistakes, and add vastly to the satisfactoriness of final results if you make yourself thoroughly familiar with the book—

Building a Home

By Desmond and Frohne

These two men are editors of the *Architectural Record*, the leading paper in its field on this continent. The book is full of sound sense, and is inspiring and educational. Many fine illustrations assist the text.

The price, post paid, is \$1.65 (\$1.50 at our office). This price is as nothing in comparison with the value of the book to those planning to build.

The MacLean Publishing Co., Limited
143 University Avenue Toronto, Ontario

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

WANTED—NUMBER OF SIDE LINES —

Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

YOU MAY BE ABLE TO HANDLE ANOTHER line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in CANADIAN GROCER, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

TWO GROCERY SALESMEN COVERING AL-berta with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

FOR SALE

FOR SALE—MEAT BUSINESS IN OKANA-gan Valley, B.C., doing good business; reason for selling, other business; a snap to the right party. For particulars, apply Box 238, c/o Canadian Grocer.

GROCERY, CONFECTIONERY AND ICE cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

AGENTS WANTED

MANUFACTURERS' AGENTS AND TRAVEL-ers can make good money as side-line, soliciting accounts in their vicinity from Grocers and General Stores, and send to us for collection. Reliable services. Write for proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

WANT ADS.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

**One Inch Space
\$3.00 Per Issue
on Yearly Order.**

If you want better sales pads or counter check books, write us. Our facilities and modern equipment for the manufacture of carbon leaf and carbon-coated sales books—in duplicate and triplicate—enable us to give unequalled service on these articles. Send us a sample of your sales book or pad, showing the size and style desired, and we will submit a quotation.

**McCaskey Systems
LIMITED
Toronto, Canada**

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

HELP WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

KLIM

SPELL IT BACKWARD

PURE SEPARATED MILK IN
POWDER FORM

FOR ALL COOKING WHERE MILK IS NEEDED
CANADIAN MILK PRODUCTS, LIMITED
TORONTO

Hand Over Your Bad Accounts For us to Collect

No matter where your bad account may be in Canada or the "States," we will collect your account. You are relieved of the trouble and get your money back. Write for forms to-day.

No collection—no charge.

The Nagle Mercantile Agency

Westmount, Que. (Montreal)



WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 362 Sunnyside Avenue,
TORONTO, CANADA

KNIFE

AKES

POLISH

20102-5775

JOHN A. KEAY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

WASTE PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - - - - - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

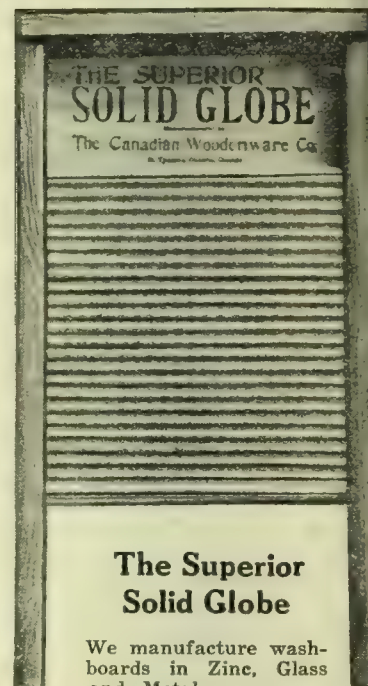
FRANK L. BENEDICT & CO.

Agents Montreal

A Lot of
Women
Prefer this
Wash-
board to
all others

It is easy to
sell because it
is well-known,
has given sat-
isfaction for
years, and is
sold at an at-
tractive price.

Nice profit for
the dealer on
each sale.



The Superior
Solid Globe

We manufacture wash-
boards in Zinc, Glass
and Metal.

Canadian Woodenware Co.
ST. THOMAS - - - - - ONTARIO

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

KING GEORGE'S NAVY

**CHEWING
TOBACCO**

Makes a neat showcase display

A few "plugs" of King George's Navy arranged in a corner of your show case will focus the attention of the men and bring you real tobacco profits.

Don't leave your share of this money trade to your competitor. Plan to get it now.



Rock City Tobacco Co., Ltd.

**In your Locality
are many**

Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.

VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

846

Y & S STICK LICORICE

48 5c. Packages to Box



**The old-fashioned remedy
for Coughs and Colds**

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

**NATIONAL LICORICE COMPANY
MONTREAL**



APPLEFORD'S SANI-WRAPPERS

Increase Sales

To use Appleford's Sani-Wrappers is good, but it is not enough. You should take advantage of that fact to increase your sales.

You should call your customers' attention to it. Show them that you are up-to-the-minute, and that you consider their interests.



Do not be a modest, shrinking violet. Violets are all right in the woods where they belong, but in the fierce heat of competition you should be a sunflower.

Advertise your good service.

We will supply you with show cards. They will attract the attention of your customers and tell them that you use Sani-Wrappers to keep meat, butter, bread and vegetables fresh, wholesome, appetizing and clean.

Write to-day for a Sample Package of Sani-Wrappers

Appleford Counter Check Book Company, Ltd.
HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO, MONTREAL WINNIPEG AND VANCOUVER

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST 10th, 1917

No. 32



No
After
Glow

The Safest Matches in the World

66 years ago the first Canadian Match was made in Hull by EDDY. It was a good match, but those that were made after it were better and still better, until perfection is reached in the EDDY non-poisonous, chemically self-extinguishing match that is known to-day Canada over—The "Silent 5."

The Public reposes a trust in you, Mr. Grocer—it is your duty to give your Customers only the best in every line that their money can buy. We tell you why our Matches are the best and it only remains for you to stock up!

EDDY'S Washboards, Indurated Pails and Tubs, Paper Products, Bags, etc., are as good standard of quality as are EDDY'S MATCHES.

EDDY
ESTABLISHED A.D. 1851.

Raspberries and Cherries are coming in freely.
Your Customers' needs in Sugar will be heavy.

Give them the best.

ST. LAWRENCE



GRANULATED SUGAR

The Best for Preserving Fruits of all Kinds

St. Lawrence Sugar Refineries, Limited, Montreal

The advertisement is framed by a thick black border. At the top, the words "KING GEORGE'S" are written in large, bold, outlined letters, and "NAVY" is written below them in a similar style. To the right of "NAVY", the words "CHEWING TOBACCO" are written in a smaller, bold, sans-serif font. Below the brand name, the text "will 'get' the men and hold them too" is written in a bold, sans-serif font. Underneath this, a paragraph of text reads: "When you sell a man a plug of King George's Navy you can count on his coming back to you again for further supplies." Below this paragraph, another paragraph reads: "The chewey texture and the flavor of this splendid tobacco will satisfy the veteran and the novice." On the left side, there is an illustration of a pack of King George's Navy chewing tobacco, tilted at an angle. The pack is dark with light-colored text and a small circular logo. In the background, there is a detailed illustration of a large sailing ship on the water, with smaller boats visible in the distance. At the bottom, a white rectangular box contains the text "Rock City Tobacco Co., Ltd." in a bold, sans-serif font.

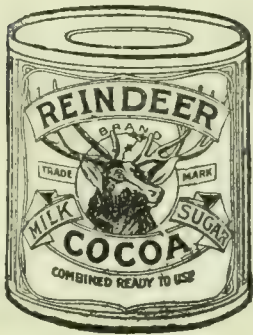
KING GEORGE'S
NAVY **CHEWING TOBACCO**

will "get" the men and hold them too

When you sell a man a plug of King George's Navy you can count on his coming back to you again for further supplies.

The chewey texture and the flavor of this splendid tobacco will satisfy the veteran and the novice.

Rock City Tobacco Co., Ltd.



BORDEN'S need only be displayed

to sell quickly and easily; your customers know Borden's. They know them to be the cleanest, purest and the best Milk Products obtainable anywhere, and so the demand is constantly growing.

Be one of those aggressive quality dealers who are ringing up good big profits every day from their sales of Borden Milk Products.

Tell your wholesaler you need a trial supply.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

Made in Sincerity

Shirriff's takes a long time to make—and a short time to sell. It is the real extract of Mexican Vanilla beans; our secret process takes a whole year; every bit of flavor is extracted. Bouquet and flavor cannot be excelled. That is why most women demand this extract that is made in sincerity.

Shirriff's True Vanilla

is 50 per cent. stronger than government requirements.

No wonder there is always an increasing demand—for women have known Shirriff's and its sincere quality for thirty years. It is easy to sell Shirriff's rapidly, because it is made in sincerity; it is sure to give satisfaction to the most particular women. Give Shirriff's a good try-out. Write us.



Imperial Extract Co.
Toronto

Over One Hundred Thousand Readers in the Provinces

The Ladies' Home Journal for September will contain a full-page advertisement of **Sani-Flush** in four colors. More than a hundred thousand copies of the Journal go into Canadian homes. You will feel the effect of this great drive for new users of



Sani-Flush

We have a supply of proofs of this colored page and shall send you one postpaid upon request. You can put it in your window and focus on your own store the increased sales.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S PORK & BEANS

We are living in times, Mr. Grocer, when all your Customers appreciate the importance of ECONOMY.

Clark's Pork
and Beans
spell economy
without
sacrificing
QUALITY.



The Best
Materials Pre-
pared by The
best of Chefs
with the most
modern
appliances.

TO THE HOUSEWIFE

No Labor No Kitchen Heat No Worry

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

New Season 1917

Raspberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

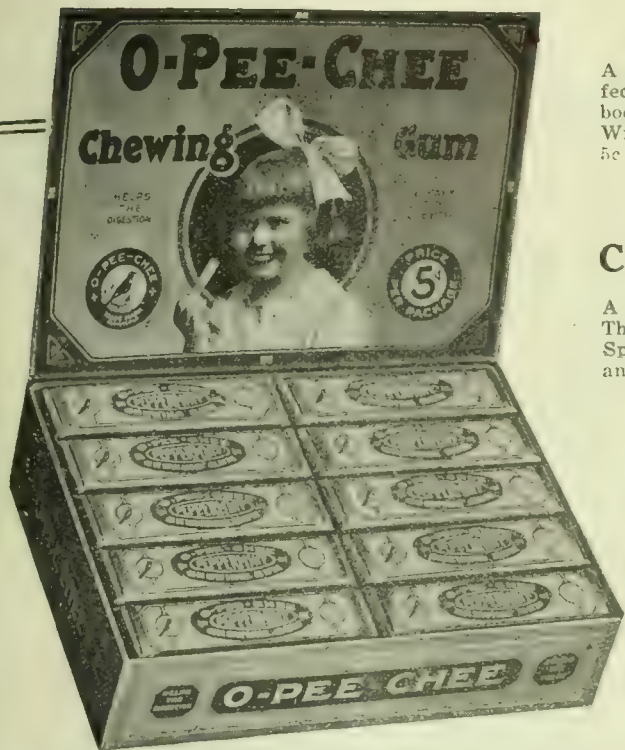
Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

BE AN O-PEE-CHEE DEALER and get these handsome premiums



Mintees

A grand peppermint confection liked by everybody young and old. Wrapped in tin foil, 20 5c rolls in display box.

O-Pee-Chee Chewing Gum

A delicious quick seller. Three attractive flavors: Spearmint, Peppermint and Licorice.



ORDER a 12-Box Assortment of O-Pee-Chee Chewing Gum and

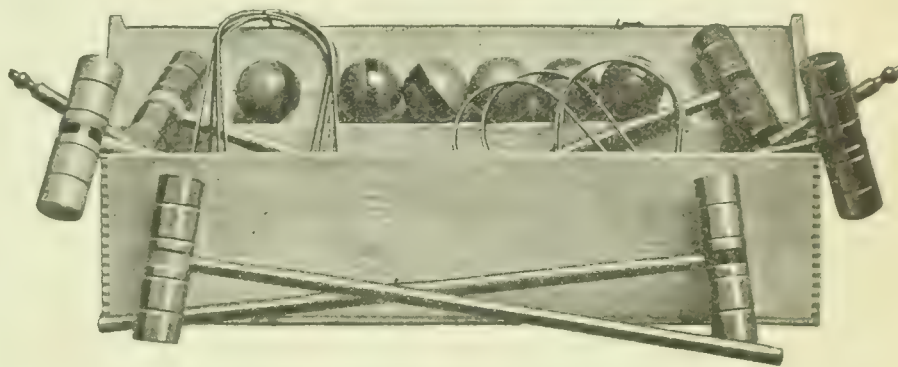
Mintees, and secure your choice of the premiums here illustrated.

O-Pee-Chee Gum and Mintees have made good everywhere—they sell quickly and give you a good big profit. Besides which, as we said, you get a handsome and useful premium.

Ask us to send you a copy of our Premium Catalog. It will show you the splendid range of premiums we offer. They include in addition to the three here shown such serviceable articles as Bag and Barrel Truck, Filing Cabinet, 27 Piece Kitchen Set, Electric Toaster, Electric Iron, Club Bag, Electric Reading Lamp, Clocks, Pencil Pointer, Scoops, etc.



PREMO CAMERA—Premium No. 50



GARDEN CROQUET SET—Premium No. 51

O-Pee-Chee Gum Co.

Limited
LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



RALSTON WHEAT FOOD

Cases 18—1½ lb. Packages and 9—1½ lb. Packages.

AND

PURINA WHOLE WHEAT FLOUR

10—5 lb. Packages, also 24 lb. Bags and 98 lb. Sacks

*are good sellers and show a good profit.
Order through your Jobber or write us
direct if he won't supply you.*

*We are launching an advertising cam-
paign in conjunction with the American
advertising.*

Order to-day.

*Freight paid on 5 case lots in Ontario and Quebec.
Buy goods in the Checkerboard Box and Bags only.*

The Chisholm Milling Co., Limited, Toronto

Say to your customer :

“Griffin & Skelley, madam”

She knows that Griffin & Skelley's dried and canned fruits and vegetables are the very acme of quality; consequently she'll be quick to appreciate the delicate compliment you pay her in suggesting this high-grade brand.

Particularly is this true of

Griffin & Skelley's “Seedless” Raisins

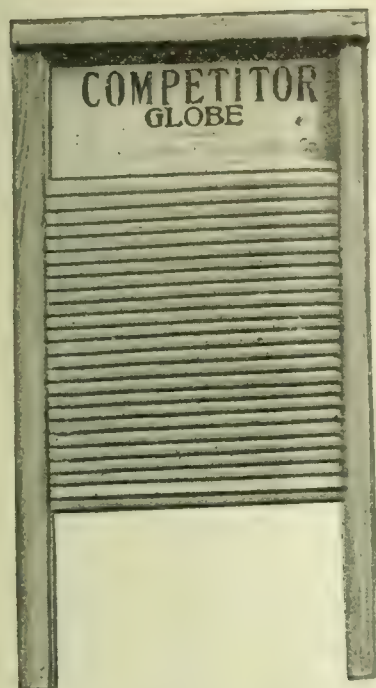
This line is in good demand the entire year. You'll find it far more acceptable to your trade than any other raisin line you can suggest.

Your jobber can supply you. Ask him.



If any advertisement interests you, tear it out now and place with letters to be answered.

She'll prefer the Superior Solid Globe to any other washboard



You can't sell a better or more satisfying board than the Superior Solid Globe. It's good looking, attractively priced and gives years of excellent service.

Every sale gives you a big profit. We manufacture washboards in Zinc, Glass and Metal.

**Canadian
Woodenware
Company**
ST. THOMAS, - ONT.

A good "buy" that sells well everywhere

The quality of *Babbitt's Cleanser*, together with the unequalled money's worth it offers, combine to create a selling value entirely unequalled.



If you are not now selling this popular Cleanser begin at once and know what wonderful possibilities it offers you. 10c. value for 5c.

**PREMIUMS
FOR
TRADE MARKS**

WM. H. DUNN, LTD. *General Representatives
for Canada*
MONTREAL
Dunn-Hortop, Limited - - - Toronto
Special Agents

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

WOMEN LIKE IT

because KLIM is the handiest form of milk for use in cooking. The simplicity of measuring a few tablespoons of milk powder from a sanitary tin when making a pudding, gravy, cake, sauce, or any other dish appeals to the thrifty, economical woman. Klim is always sweet and pure.

Sell it—it is profitable!

Canadian Milk Products, Limited
10-12 William St., TORONTO

ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Edmonton
Regina Saskatoon and
Kirkland & Rose
Vancouver

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered
Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

A want ad. in this paper will
bring replies from all
parts of Canada.

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



WESTERN FACILITIES

We have first-class warehousing and trackage facilities in a central location.

Our storage space enables us to carry stocks to advantage, and to distribute them economically.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

C. & J. JONES

WINNIPEG - VANCOUVER

*Wholesale Commission Brokers
and Importers*

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS :

Do you require first class representation?
Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers' Agents and Commission
Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE

from

COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba,
Saskatchewan and Alberta. They get the business, and can get it
for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trac kage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers
and importers in Canada and the United States,
and, if your line does not conflict with any of our
present agencies, we can handle your account, and
guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We
are in an unexcelled position to handle storage and consignments, and to look after the
distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTISING
CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window
dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

The HARRY HORNE CO.

LIMITED

Toronto, Can.

BROKERS AND IMPORTERS

**Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.**

We carry stocks in our own Warehouse
(when necessary.)

We employ a steady staff of salesmen.
(Get in touch with us.)

**Loggie, Parsons
& Co.**

Merchandise Brokers and
Manufacturers' Agents

**Grocery, Drug and Confectionery
Specialties.**

"We cover Canada 3 times a year."

Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE

ONTARIO

**OPEN FOR AGENCY FOR THE
CITY OF OTTAWA**

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST.

OTTAWA

Washington's

COFFEE

W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7098

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you post-paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue,
Toronto.

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.

JOHN E. TURTON

55 St. Frs. Xavier St. Montreal
Phone Main 2628

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.

BEANS AND CORN A SPECIALTY

ALFRED T. TANGUAY & COMPANY

Commission Merchants and Brokers,
91 DALHOUSIE ST. QUEBEC CITY

Buyers and Sellers of

All Kinds of Grains and
Seeds

Denault Grain and Provision Co.
LIMITED

SHERBROOKE, P.Q.

BEANS AND PEAS

We buy and sell. References Bank of Montreal.

Universal Importing Co.
BROKERS

St. Nicholas Bld. Montreal

What you want is
**Active, Aggressive
and Efficient
Representation.**

You can get it by placing your
account with

C. B. HART, Reg.

489 St. Paul Street, Montreal

Bank and Trade References Furnished.

MARITIME PROVINCES.

BROOMS WANTED.

Line of reliable brooms on commission for
Nova Scotia, New Brunswick and Prince
Edward Island. We guarantee results.
Reference: Bank of Nova Scotia.

SUPPLIES, LIMITED,

Manufacturers' Agents and Brokers,
Kentville - - - Nova Scotia.
Open for other lines not conflicting with
present agencies.

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription business. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

THIS SEASON'S PRICES ON JAMS AND JELLIES

mean more than ever before.

Be sure and give your customer his money's worth. By buying goods packed with a vacuum, under Anchor Caps, you will increase your established trade, as well as encourage new business.

Anchor Caps make the most attractive package ever adapted by the packer. Anchor Caps have proven most satisfactory because of their very effectiveness. Being absolutely air and liquid-tight, they prevent leakers and thereby help to overcome mold and contamination.

Anchor Caps preserve the sweet flavor of any product on which they are used. Insist on having all goods packed in glass under the Anchor Cap.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

*Their quality wins
unstinted approval*

The precautions taken in
the selection and prepara-
tion of

INDIAN CHIEF BRAND CLAMS

is a certain guarantee of
customer-satisfaction.

Because they are put up the same day
they are taken from the clam beds
their freshness and purity are abso-
lutely assured. And the clams are
sealed without solder or acid.

No long cooking required. Heating
to a simmer is all that is necessary.
Tell your customers about them.

Packed by

SHAW & ELLIS

POCOLOGAN, N.B.



Use the JB. Combination Slicing Machine

Slices quickly and easily, and
in any thickness desired.

Folds up when not in use.

A splendid piece of time and
money-saving equipment. Prices
moderate. Ask for full particu-
lars. Will slice green dried beef,
hard dried beef, bologna, liver,
salt pork, head cheese, pressed
corned beef, boneless ham, Sara-
toga chips, and fresh bread.

Jacobs Brothers

73 Warren Street
NEW YORK



If interested, tear out this page and keep with letters to be answered.



SHOP-WORN

is an unwelcome word in the dealer's vocabulary. Your goods run much less chance of getting dingy and dusty when

STANDARD Floor Dressing

is used on your floor, your shelves, or your fixtures.

It preserves woodwork, prevents cracking and warping, and makes sweeping out easy.

By laying 90% of the atmospheric dust it increases the display value of your stock, keeping it in fresh, attractive condition.

A single gallon covers from 500 to 700 square feet, and lasts from three to six months.

Best results are obtained by the Imperial Floor Oiler; it assures even distribution and prevents waste. A floor sprayer may be used, however.

Supplied in one and four gallon cans, and in barrels and half barrels.

THE IMPERIAL OIL COMPANY

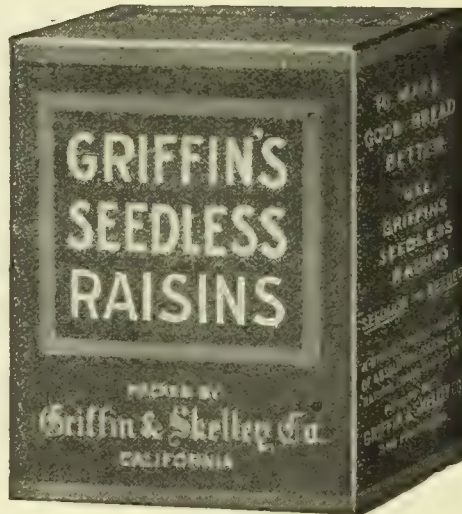
Limited

BRANCHES IN ALL CITIES

T502

If any advertisement interests you, tear it out now and place with letters to be answered.

The cleanliness and quality of Griffin's Seedless Raisins should make their name a buy word wherever Raisins are used



Griffin's Seedless Raisins

Sell them by the dozen.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and
the package.

You will stock this line
some time. Why not now?

Manufactured by

THE B & L MFG., CO. Ltd.

SHERBROOKE

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter
worth having

It stands the test for durability, for it
lasts a lifetime.

A REAL COMPUTER

and yet simpler than all
others in construction
and operation

Absolutely no figuring
to do.

IT SAVES
ITS COST in a
few months and
lasts a lifetime.
BUY IT NOW.



A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combina-
tion prices with cabinets
and pedestals.

**AMERICAN COMPUTING
COMPANY**
HAMILTON, ONT.

IF BUSINESS
is BAD or GOOD,
you need a PROFIT-
SAVER.
BUY IT NOW.

MARSH'S GRAPE JUICE

An easy selling
and profitable
customer
satisfier

Are you selling it?

**The Marsh Grape
Juice Company**

Niagara Falls - Ontario

**MacLaren Imperial
Cheese Co., Ltd.**

Ontario Agents



It is the superior quality that con-
tinually brings *new* buyers, and holds
the trade of *old* customers if you stock

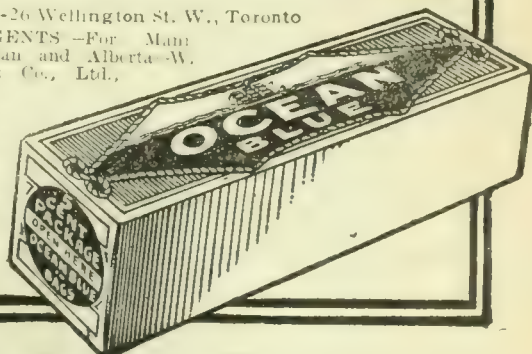
OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED

The Gray Bldg., 14-26 Wellington St. W., Toronto

WESTERN AGENTS - For Mani-
toba, Saskatchewan and Alberta - W.
L. Mackenzie & Co., Ltd.,
Winnipeg, Re-
gina, Saskatoon,
Calgary and
Edmonton. For
British Colum-
bia and Yukon
- Creeden &
Avory, Rooms 5
and 6, Jones
Block, 407 Hast-
ings Street W.,
Vancouver, B.C.



NIAGARA

RED and WHITE

GRAPE JUICE

Trade Prices

50c.	Size Per Case (1 Doz. Qts.)	\$4.00
25c.	" " " (2 Doz. Pts.)	4.50
10c.	" " " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874



**Canada's Best
Will Stand
The Test**

For years, Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

**Windsor
Table
Salt**
Made in Canada
THE CANADIAN SALT CO. LIMITED



Be Convinced

that Cow Brand Baking Soda is away ahead of the common bulk article in selling value.

Ask your jobber.

Church and Dwight
Limited

Mfrs.

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

To the
Grocery Trade
in Canada



The present average daily sale of Dominion Toasted Corn Flakes is over (30,000) thirty thousand packages. Dominion Toasted Corn Flakes have been on the Canadian market less than seven months.

WAXTITE

is much like

“SEALED IN GLASS”

When anything is so delicious as the crispness of Dominion Toasted Corn Flakes one wants to preserve it. “Waxtite” keeps all the oven-crispness in and all the dampness out.

DOMINION

Toasted Corn Flakes

are made exactly the same in Toronto as those made at Battle Creek, Michigan, by the manufacturers of Kellogg's Toasted Corn Flakes of the United States—the Corn Flakes preferred in more than a million homes all over the States.

The fresh-from-the-oven crispness of Dominion Toasted Corn Flakes makes pleased customers and MORE BUSINESS.

TRADE SUPPLIED BY

W. K. Kellogg Cereal Co., Toronto, Canada

Increase Your Jam Sales

E. D. SMITH'S Raspberry Jam

The delicious, palatable goodness of this E.D.S. product will keep your customers coming regularly. Keep it displayed.

E.D.S.

New Gooseberry Jam

Now being packed in attractively labelled containers. Customer-satisfying and like the other E.D.S. Products

100% PURE

See that you are well supplied.

E. D. Smith and Son, Limited
WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

You or your customers don't have to depend on *looks* when you buy Red Rose Tea. The name, the sealed package and our guarantee insures you getting tea worth every cent of the price marked on the package.



T. H. Estabrooks Company, Ltd.

St. John Toronto Winnipeg Calgary



Prove the "wonderful" selling possibilities of this housewife's favorite by putting a display in your window to-day.

Wonderful Soap has made good with the public—to buy it once is to buy it constantly. Stock up.

Include Crystal Soap Chips in your order.

Guelph Soap Co.
Guelph, Ont.

Show this useful pottery in a corner of your store

Just the thing for Mrs. Housewife's preserving operations. Enables her to put away the winter's supplies conveniently and securely.



Ideal for pickling eggs or preserving butter.

These crocks sell quick and give you a satisfied customer and a nice profit.

Note prices:

$\frac{1}{2}$ gallon to 6 gallons inclusive, 12c. per gallon.		
8 gallon.....	}	at 15c per gal.
10 gallon.....		
12 gallon.....		
15 gallon.....	}	at 18c per gal.
20 gallon.....		
25 gallon.....		
30 gallon.....	}	at 20c per gal.
35 gallon.....		
40 gallon.....		
50 gallon.....	}	at 24c per gal.
75 to 500 gallon sizes made to order only.		

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

A Sales Getting Customer Reminder

You'll sell more Colman and Keen Products if you hang one of these Attractive Cards in your Store.

Every card is lithographed in handsome colors, each package being reproduced in facsimile.



You don't need to *introduce* Colman and Keen lines to your people. Everybody knows these quality products. Just let them know your stock is complete by displaying this splendid reminder.

Ask us to send you one.

MAGOR, SON and COMPANY, LIMITED
30 CHURCH STREET, TORONTO 191 ST. PAUL STREET W., MONTREAL



"Every Grain Pure Cane"

They all like ROYAL ACADIA

That's why it's such a profitable line to handle. The housewife comes back for more after a first purchase, so it pays to keep this popular sweetener always in stock.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

The Acadia Sugar Refining Co.,
LIMITED
HALIFAX, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, AUGUST 10, 1917

No. 32

Putting a Trade-Mark on a Store

The Value of a Slogan For a Store—How it May be Made an Effective Means of Drawing and Holding Trade, and a Means of Differentiating a Store From its Neighbors—Some Interesting Business Methods—Collecting Accounts Without the aid of a Collection Agency.

THE trade-mark idea is one that has grown in favor in the past years. A good trade-mark may not add to the value of the goods it represents, but at least it has a tendency to keep these goods in the public mind, and by so doing adds to their saleability. So much so is this the case, that there are large firms doing business to-day who put a valuation in the names they have chosen for their goods in several instances upwards of the million mark. This word or phrase has become so well known that people thinking of that article naturally think of this name, and just as naturally demand the goods by this name. In this way a mere word or phrase has become a tangible asset.

Adopting the Trade-Mark Method

Merchants have been comparatively slow to recognize the value of such an idea. For one reason or another they have not adopted this simple principle that has been of so great value in the manufacturing world, and so they have

depended entirely on the old conventional methods to draw trade. Among the merchants, however, who are alive to the value of such devices is Ambrose Ferguson of Port Arthur. It is his idea that a phrase may very well be used to differentiate his store from all the other stores about him so that this differentiation may be of value to him. To make the public not only think of the grocery store, but to make them think of his particular store by the unconscious association with some well known phrase.

Mr. Ferguson has chosen two phrases. The first is a simple device, a circle with a facsimile signature "Ferguson" and around the circle the motto "The Store that is Different." This has become a well-known design in Port Arthur. It appears on every possible advertising agent emanating from the store. It is on letter heads, on bills, cheques, paper bags and in fact on everything that gives the slightest opportunity for such a device. It has become well known, and it has unquestionably had its effect. It has set

the Ferguson store apart, as something that is different. Of course, it is a judgment on the store given by those interested in the store, but it is none the less weighty for that reason. The public is singularly willing to take men and activities at their own valuation. They will believe what they are told if they are told often enough. Always provided of course that what they are told is the truth.

Putting a Meaning Behind the Phrase.

The other phrase that Mr. Ferguson uses is short, bright and catchy. It jumps out at you from all the advertising of the store. "See Ferguson First."

This is the art of suggestion down to a fine point, and these two phrases working together, give a fine start to any business campaign. Such a campaign begins with a public already alive and interested in the undertaking. The phrases are provocative of interest and they get it. And when the public gets interested in a store, gets familiar with a store, in a name or in a catch phrase it is good



Interior of the Ambrose Ferguson store, Port Arthur, Ontario.

for the store. When behind these phrases is a purpose to make them actually mean something, to actually create a store that in the atmosphere and activity is different from the general run, then it is a safe guess that these two influences pulling together will mean big things for the store.

Mr. Ferguson started business in Port Arthur eleven years ago, for five years he carried on an energetic business campaign, when answering the call of the west he went to British Columbia. Apparently, however, the call of Port Arthur had more pulling power, for within two years he was back again and had bought out the business of Fisher and Stait, which was then not a very large affair. With this nucleus, however, he started out with the idea of creating the store that was different. First of all he moved into a better stand next door to the old Fisher and Stait place and started his campaign.

The Personal Appeal in Business

There was a certain class of customer that Mr. Ferguson desired to interest and he went after these customers in a forthright spirit that went a long way toward achieving his aim. Personal letters attractively gotten up, similar to the letter illustrated in these pages, drew the attention of these people to his store, and interested them in his campaign. Throughout the four years that he has been conducting his present business he has found this one of the most effective means of getting and keeping the interest of his customers. Personal letters, calling attention to some of the lines in which the store especially prides itself, have gone a long way toward assuring the success of his business. He has gone after the people who would naturally be interested in the lines of goods in which the store particularly prided itself, and he has drawn these goods to their attention.

Emphasizing the Goods Not the Cost

Now this campaign has not in any sense done away with the regular advertising. "See Ferguson First" is a familiar sign to every reader of Port Arthur newspapers. The personal letter is simply attacking the advertising proposition from another angle. Throughout this whole advertising campaign the emphasis is never laid on the cost of goods. In letter or newspaper advertisement no prices are quoted. The appeal is rather on the quality of the goods, and to a class who consider quality the first item. Special emphasis is laid on fresh fruits and greens out of season, and the public



The attractive letter head used by Ambrose Ferguson, Port Arthur. This letter head is in three colors and at once catches the attention where the average form letter would merely find its way into the waste basket. This letter head is used to call attention to the store news.



AMBROSE FERGUSON,

The owner and manager of one of Port Arthur's most attractive stores.

is always kept in mind of these goods through the local press and by these personal letters, but prices are not quoted. The idea is to convey the impression that these are goods that may most readily be obtained at this one place, and that this fact and not the price of these goods is the item of greatest interest.

That in brief is the policy of the Ambrose Ferguson store in the carrying out of the spirit of its two slogans. That these policies have proved effective is fairly well illustrated in the growth of the store that now employs seven men in place of the original two.

A Simple Method of Handling Dead Stock

There are some other items of interest in the manner in which Mr. Ferguson handles some of the ticklish problems of the grocery trade.

First of all there is the matter of dead stock, one of the bugbears of all trade, one of the surest money losers that can arise. No one can protect himself against this difficulty, because no one can positively foretell the trend of fickle public opinion. The thing that is all the rage to-day may be dead as the proverbial door nail, by to-morrow. Therefore everyone in business must provide against this, that is, they are wise in their day and generation. Goods that are not saleable are not an asset, and cannot be considered as such, moreover, goods that are dead, do not get any livelier by being left on the shelves. Every few months Mr. Ferguson goes over his stock and finds the lines that are dragging, then he gets to work to get rid of them. For this purpose they are prominently displayed on the front counters for about a week at a time. By keeping these goods changing, and by the clerks having them thus constantly in mind, and pushing them, of course, at a slightly reduced price, it has been found possible to keep well ahead of this difficulty, so that the stock carried by the store from one year into the next is all new, bright saleable goods that really represent their inventory value.

Probably the next great difficulty with the merchant is the matter of slow or uncollectable accounts.

Getting Accounts Without the Aid of a Collection Agency.

The obvious way of handling such accounts is, of course, to put them into the hands of a collection agency. Mr. Ferguson, however, is not greatly impressed with this method of collection. In his opinion it does not get you anything that could not be better obtained by other means.

(Continued on page 25.)

Working American Summer Trade

Large Numbers of American Summer Visitors to Cobourg, Ont., Create High Class Grocery Demand—Tastes Slightly Differ From Canadians'—Delivery and Telephone Problems Discussed.

SITUATED in a charming location on the shores of Lake Ontario, and surrounded with many attractive localities for summer homes, Cobourg, Ont., offers an ideal holiday resort which, owing to its convenient boat connections with Rochester across the lake, attracts large numbers of American resorters in the summer months. Grocery merchants of the town have always had a good trade from this source, but it has been especially appreciated since the outbreak of war, for its stabilizing effect has been particularly timely and acceptable.

It was feared that the war would greatly curtail this American summer trade in the past two or three seasons, but such was not the case last summer, and so far this year there has been much the average influx of American visitors. What little falling off there may be later in the season, owing to the requisitioning of the United States naval and military reserve officers, who formerly came in large numbers, is made up by Canadian resorters who have learned of the attractiveness of this district.

High Grade Trade

This American trade is of a high grade nature, and in some grocery stores has necessitated the introduction of more or less "luxury" lines previously almost uncalled for. Hooey's grocery of Cobourg, caters to much of this American trade, as this store carries a large stock of fancy grocery lines. Mr. Hooey states that the American trade is a big factor in business and is of a nature peculiar to itself. It is perhaps unnoticeable to us in Canada that in some respects the American has slightly different tastes, either by nature or habit, but this fact is noticeable under the circumstances prevailing in Cobourg. As an instance, Mr. Hooey points to his large stocks of olives, olive oil and coffee in particular, and then there is a big demand for imported fancy goods, bottled lines, teas, tobaccos, cigarettes, pipes, and imported biscuits. The large sale of olives, olive oil and coffee is, however, the peculiar feature of the American demand.

Basket "Specialty"

Evidence of the favor with which specialty lines are received by the class of trade in the Cobourg district and especially with the Americans, has been the introduction in the Hooey store of a line of baskets and containers of a widely varying range of shapes and sizes. These are very smoothly finished goods and make a special appeal for use as containers for soiled clothes, etc. The baskets are made by a man in the district who conceived the idea, and they have taken well owing to the fact that they have an inoffensive appearance and provided

with a lid, are useful for many purposes. If necessary, they can be made more attractive by the application of a coat of stain and in this way they can be matched with other room decorations in the matter of color.

Banishing the Liquor

For years before the enforcement of the prohibition measure, liquor was carried in the Hooey store. Some grocery stores which previously carried liquor have substituted soft drinks which comply with the new regulations, but Mr. Hooey has banished this department of the business exclusively. Much of this liquor trade was transacted in the summer time among the summer visitors, but the refreshment stores have a monopoly on the drinks now.

Summer time brings an undoubted boom to the grocery trade, but it is significant that its effect is almost wholly restricted to high class and fancy lines. Some of the visitors buy in wholesale quantities, but the majority make their purchases in the regular manner. Canned goods are popular, and specialties such as the neatly finished straw baskets for soiled clothes, sell well.

Problem of Delivery

The question of delivery is an all-important one with such a widely distributed class of trade. Many of the summer homes of the visitors are located a distance from the main street of the town, and sometimes the nerves of the dealer are strained in order to satisfy all and sundry in this regard. Mr. Hooey previously had two horses and rigs for delivery purposes, but now covers the ground with an automobile. The problem of delivery under such circumstances could be greatly facilitated through some kind of co-operation, but as yet little has been attempted along this line in Cobourg.

Advertising

Mr. Hooey has his own opinion as to the value of the different kinds of advertising, and while he uses the local newspapers periodically, he is of the opinion that the merchant in such a town as Cobourg has his best advertising medium embodied right in his own business place, namely, display, both in window and store arrangements. In such towns where everyone throughout the district knows the establishment through long years of association, Mr. Hooey is of the opinion that advertising does not bring the results attained by attractive window displays which attract a large amount of attention in a town of one main street.

Telephone a Disadvantage

Equally strong anti-telephone views

are held by Mr. Hooey, who thinks the instrument is a bad thing for business and who would willingly pay the price of maintaining it to have it eliminated from his store. At first glance exception might be taken to this stand, but Mr. Hooey is a man of long experience and backs up his statement in this manner. He cited the case where prior to the introduction of the telephone the maid of the house would bring down a written order sufficient to last two or three days. He compares this to the present day procedure when each article receives almost individual telephone attention. This condition of affairs not only takes up a great deal of the store employees' time, but it has a bad effect upon deliveries and is oftentimes the cause of avoidable difficulties in this respect.

From an advertising standpoint as well, Mr. Hooey points out that the telephone is a distinct disadvantage, for whereas the purchaser would come to the store and have an opportunity of examining the stock carried, he or she now telephones precisely for what is wanted. Mr. Hooey states that efforts to introduce new lines of goods over the telephone are very discouraging and herein the telephone is to blame for what is described as a big financial loss annually.



FIXED PRICES FEATURED IN U.S. COURTS

District Court of Baltimore Rules Against the Legality of Fixed Prices and Awards Heavy Damages of Basis of Hypothetical Loss.

Of recent date, Frey and Son, wholesale grocers of Baltimore, Md., have received a verdict in their favor in the United States District Court at Baltimore against the Cudahay Packing Company, manufacturers of Old Dutch Cleanser.

Frey and Son received a verdict of \$5,514 against the manufacturers of this product, on the ground that they had injuriously affected their business to this extent by refusing to sell them their product, or permitting any other jobber to sell them. The Cudahay Company refused to sell the article because the wholesale firm were doing a cut rate business and refused to maintain the price set by the manufacturers. The court ruled that this restriction was an actual damage to the plaintiff and awarded damages accordingly. It is understood that the Cudahay Company will appeal the case to the United States Supreme Court.

Eaton's Open Groceteria at Winnipeg

New Department in Which Customer Serves Herself and Carries Goods Away, Proves Popular—Few Clerks Used and Prices Lower in Consequence—May be Tried Out in Toronto Also.

THE T. Eaton Co. of Winnipeg came out with a rather startling announcement last week to the effect that they were opening a new grocery department under the name of the groceteria. In their announcement they told the public that this was a new service for tables supplies, one that was certain to earn quick appreciation. In a nutshell; a householder serves herself and takes her purchase with her. Of course, paying approximately less for doing so. They added that in most households the difference could be made to total up to a good round sum in a month's shopping. They went on then to describe this new grocery service, which they stated was simplicity itself. The goods, they stated, would be parceled and priced, and all the customer had to do was to pass along with her armful of goods to the pay desk, where a clerk made up the bill, and a cashier took the money. Nothing, they stated, could be more simple.

How the Department is Arranged

This new department measures approximately 25 feet wide, and over 100 feet long. It has an entrance and an exit side by side, very much like a cafeteria. Immediately on entering one is in direct contact with the shelves, and tables. The shelving runs the whole length of both walls, and is about 4½ ft. high, and divided into a series of pigeon holes. The top pigeon hole is small, about 5 inches deep, and is suitable for goods such as jars of jam. The next three pigeon holes down are about one foot square, and the bottom one which is used for more bulky packages, such as large tins of jam, is two feet deep. The tops of the shelving is used for cartons such as cereals, etc.

Running down the centre of the room is a display rack about 4 feet high, which slopes on both sides. Goods are carried in the sloping top, and in the shelves beneath. The shelving beneath is used mostly for very heavy goods, such as cans of sardines, jars of honey, packages of spices, etc. These racks are very similar to those used in a five and ten cent store for selling cheap lines of hardware. There are three of these racks down the centre of the room, the space in between forming aisles to allow people to pass from one side to the other.

Having chosen their goods, customers continue towards the exit, just as they do in a cafeteria, and first encounter the checker who is a young girl with pad placed on a small desk, raised above the counter. There are five checkers. On the day of opening there was only one, but there was such a rush it was necessary to put in these new fixtures quickly. At one time there were fifty people waiting for their checks.

The system at this point is a very good one, and is the same as that used in Eaton's meat department. It ensures everybody paying their bill before getting their parcel. The checker takes the groceries over to the packing counter, after making out the check, taking care to insert a portion of the check with goods so that the purchaser will be sure to get the right parcel. Having received check, the woman goes over to cashier's wicket, pays her bill, and presents receipt at the packing counter. There are two cashier's wickets, and about five girls at the packing counter.

GROCETERIA IDEA IS GROWING IN WINNIPEG

The Coates Food Markets will open three Groceterias in Winnipeg next week. Two of these will be located on Main Street and one on Portage Avenue.

The Arrangement of Goods

Care has been taken when arranging goods on shelves to keep goods belonging to one family together. For instance all makes of jams and marmalade will be found at one point in the shelves, although in the case of a good seller, jars of some brand may be found in the rack running down the centre of the room. Biscuits, cereals, baking powder, etc., etc., all have their own particular place in the selling.

There is a manager, who keeps an eye on the girls, and attends to customers who want information. Apart from the manager, the only man about the place seems to be a clerk, dressed in white suit, who attends to price tickets, and replenishes stocks. The price tickets are nailed into the fixtures, with brass head nails, which can be easily withdrawn. The tickets are small, and neat.

Prices Lower Under This System

Prices are roughly about ten per cent.

below those in the other grocery department. A ten cent article will be ticketed 9c. In some cases the difference is more marked; on the other hand, in the case of flour and sugar there is not much difference, although on the day of opening, 20 lb. bags of sugar which were selling at \$2.00 in the grocery dept. were bringing \$1.80 in the Groceteria. Flour at 50c per bag was selling in the new department at 45c.

It was surprising to see the way people carried their bundles around. Someone remarked that if there was any genuine poverty in the country, or a real desire to save, the new department would be a pronounced suggestion. Whatever the reason, the Groceteria opened up with a rush, taking the management completely by surprise. Fifty baskets were placed in the department for the use of customers, the intention being for the girls to remove the goods when packing the parcels. There was such a rush, however, on the first day, that no attempt was made to tie parcels where a basket had been used. To the onlooker it seemed that a basket would be a great drawing card to such a department.

At the far end of the department is a large window, looking out on to the street. This is used for display purposes, but it is not blocked, as the light which comes through this window helps considerably. Everything is cheerful and clean. The floors, fixtures and walls are immaculate. There is a small refrigerator near the window in which butter, cheese, and other perishable goods are kept. In the case of sugar, and goods usually sold in bulk, small parcels have been made up, the name, weight and price being stamped on the package. Eggs are packed in crates of a dozen.

The Groceteria a Growing Idea

The Groceteria idea has been tried out in Buffalo and Chicago. One was opened in Winnipeg on Sargeant Ave. by a retailer two weeks ago. The idea of the customer paying cash and carrying her goods, has been tried out in Winnipeg for some time by what are known as "cash and carry" stores, of which there is a chain in Winnipeg. In the case of these,

This is Opening Day for a New Eaton Service for Table Supplies THE GROCETERIA

Located on the Main Floor, Hargrave Street, at the Rear of the Men's Sections

THE GROCETERIA is another practical and helpful feature of Eaton service. It will prove a most effective aid to making table allowances travel farther along the High-road of Economy; and in these times, when sensible and practical economizing is becoming a national virtue, such a service will claim the attention and win the hearty approval and appreciation of clever managing housewives all over town. It's a service that is simplicity itself—couldn't be more so!

You Serve Yourself and Take Your Purchase With You

In so doing costs of delivery and attention are eliminated, which reduces Groceteria prices in a generous degree. Customers will be agreeably surprised at the savings that can be effected shopping in this manner. In a month's purchases they will mount up to a good round sum. In shopping in the Groceteria, you'll find the goods parceled and priced. You make your selections, pass along to the pay desk, where the clerk makes up your bill and the cashier receives the money.

Today is opening day—below we print another low priced bulletin for Saturday's half day shopping. Values such as these are too good to be missed

Groceteria Service is supplementary to the Grocery Section, which, of course, is still located on the Third Floor.	
Freshly Churned Eaton's Creamery Butter, 40c	Banquet Queen Olives, 8-oz. bottle 23c
1-lb. tin 40c	Thistle Brand Finnan Haddie, ½-lb. tin, 13c;
Fresh Farm Eggs, guaranteed quality, doz 36c	1-lb. tin 23c
	Lunch Queen Olives, 5-oz. bottle 18c
	Heinz Pork and Beans, per tin 17c and 23c
	Groceteria, Main Floor, South

however, there are clerks to wait on the customer. At entrance to Eaton's Groceteria is the following on a large board: "Groceteria—New System Grocery—No Sales Clerks — No Delivery — Lower Prices" probably the difficulty experienced in securing help has had something to do with Eaton's opening this department. For a long time they have been employing female clerks in their grocery department. This will do away with telephone orders to some extent. It is a system that has this advantage—it will bring the customer to the store. It is understood that if this experiment proves successful at Winnipeg, that a similar department will be opened in Toronto.

CHECKING GOODS OUT

The bill used in the Groceteria Department is similar to that used in the other department. On passing out the customer deposits goods on a counter where they are checked over, and noted on the bill, one part of the bill goes to the customer, the balance is left with the goods to be ultimately attached to the parcelled goods. The customer pays the amount of the bill at the cashier's desk, and from thence passes on to the delivery counter near the exit, where the parcels are received.

Sugar Situation Becomes Increasingly Serious

Pronounced Scarcity of Raws, Combined With Speculative Holding by Cuban Owners, Produces Series Condition—Probability of Higher Prices and Possible Actual Scarcity.

THE sugar situation seems to have reached a more acute stage than at any time since the war opened. There is unquestionably a shortage that is proving a very great anxiety to refiners, who have no assurance that they will be able to secure sufficient raws to carry them over the remaining two months of active trading. With the canning season in full swing, and the encouragement being offered the public to go into canning on an unprecedented scale, this presents a very serious situation.

The combined stocks in the United States and Cuba are 100,000 tons short of the 1916 crop, and the British Government has still contracts totalling some 200,000 tons that must come out of the supply available at the latter source. Added to this, Argentine is in the market for 50,000 tons to eke out a short crop there, which is a more or less unprecedented condition. The Cuban sugar handler is taking full advantage of this situation, and is making the most of the market, feeding it out of the balance of the crop only such quantity as will ensure the maintenance of a keen demand. Each increase in price has been met with a moderate offering only, and experience has proved that there is nothing to be gained by waiting. Such an attitude has had no effect on the price. Cuba is fully awake to the situation, and is evidently determined to make the most of it.

As matters now stand, receipts are only 50 per cent. of the actual meltings, which means that if this condition prevails, the present available supply is only sufficient for three weeks.

There is a plentiful supply of Java sugar selling at very low prices at port of shipment, but the distance of transportation is so great, and the scarcity of available shipping so pronounced, that this crop will not prove a factor in the

market. Shipping difficulties, too, have seriously complicated the Cuban situation, so that, generally speaking, the sugar situation is one that may well cause anxiety.

As sugar is urgently needed, there is every likelihood that still further advances are to be expected, while the possibility of an actual scarcity is one of the not so remote possibilities.

Amendments to Inspection and Sale Act

Some Provisions That Will Require Some Marked Changes—Must Bear Name of Packer, Weight or Count and Date of Packing or Entail Heavy Penalties

BILL No. 210, an Act to Amend the Inspection and Sale Act, had its first reading in the Dominion House on August 2. It contains some very important provisions. "Every can, carton, bottle, box, barrel, wrapper, package or receptacle of whatsoever description" when it is in its original or unbroken state shall be plainly marked with the name of the filler of the container, or where the operations are conducted by an incorporated company with the name and address of the Company.

The package must also bear the name of the article contained and the net weight in Dominion Standard Avoirdupois weight, or the measure in Dominion standard capacity measure, or the numerical count of the enclosed product. It shall also bear upon the container the month and year when the container was filled.

The penalty for selling or having in possession for sale a container not so marked is a fine of one dollar for each container in possession not so marked in addition to a penalty of \$25

PUTTING A TRADE-MARK ON THE STORE

(Continued from page 22.)

When he is faced with this difficulty, and the account in question is really bad, with little likelihood of collection, it is his practice to go to the debtor with a compromise by which 25 per cent. is deducted and a clear receipt given, provided that the account is paid promptly.

Of course, as Mr. Ferguson says, circumstances vastly alter cases, but he has found in the majority of instances that this method has proved vastly more successful, and considerably less expensive, while at the same time it has maintained a friendly feeling toward the store, which is a thing not to be despised.

These are a few of the interesting innovations that are to be noted in connection with this attractive and enterprising Port Arthur store.



SELLING BROOMS BY A NOVEL IDEA

There is a prominent merchant in a Western town, who believes in the science of salesmanship. He believes that sales are not just made, but that they need some making, and that a touch of originality, will go a long way toward boosting sales. One of his ideas was a "Dust Pan and Broom." He trimmed the windows with these articles and made displays in his store, advertised in the newspapers and had his clerks call attention to the sale when selling other goods.

for a first offence and \$100 for every subsequent offence.

It is expressly stated in the Act that it shall not apply to articles manufactured or packed for export. The burden of proof that the article is packed for this purpose lies with the manufacturer.

Nor shall this Act apply to "any article that is weighed, measured or counted into any container at the time of sale, in the presence of the purchaser."

The Act shall not apply to "fresh fruit or fresh vegetables."

There is a provision in the Act for bringing it into force on January 1, 1918, should it be ratified by Parliament.



CANADIAN CHEESE IN BIG DEMAND

Large importers in England are making big demands for Canadian cheese since the Government took the monopoly of this commodity over. The retail price to the consumer is 32 cents a pound, while English cheese costs the consumer 44 cents a pound.

An X-Ray System of Accounting

Series of Forms That Are Simple but Provide Accurate Information About Your Business—Daily Records of Sales, Expenses, Profits and Stocks—Making Out Inventory on Paper Each Week.

CLEANING the Augean stables is perhaps the most familiar of the renowned "Labors" of Hercules. History—or tradition—does not make it clear whether Hercules could qualify as a bookkeeper or not. If he were alive to-day we are confident that he would account it as Labor the Eighth, if he were set the task of preparing a set of forms to suit all, or even a majority of hardware merchants.

It is in no wise with a purpose of laying claim to furnishing a universal remedy or panacea that the system appearing below is presented to retail merchants. The best we need ever as to any system, we do as to this: that it contains points of excellence that we believe will repay adoption by a wide circle of our readers. There undoubtedly will be a feeling that it goes too much into details in its daily records of stock on hand, profits, percentages, inventory, etc. If so, work it on a weekly basis, or a monthly, as most do. The foundation for any one of the three is provided. So with other points. Take out of them what you think best; it is what one might call a Unit System. You can take a little, half, most of it, or all of it, as seems fitted to the nature of your business.

Three Bookkeeping Forms

The system appearing here was installed in a store after a careful study of its needs and an examination into many existing systems. It is composed mainly of three forms, ruled as illustrated, filling two pages, 22 x 14 inches. These forms are ruled on both sides, and each page is filled out for five weeks, thus allowing a full month's record. Each sheet, therefore, is sufficient for two months, and thirty, bound together, are enough for five years.

Four Useful Recording Tickets

With these are used four "tickets," printed on cardboard or thick paper, each 4½ x 3 inches; a Stock Ticket, a Purchasing Ticket, a Paid Out Ticket, and a Loss and Gain Ticket. It may be advisable to describe these first before proceeding to the main "bookkeeping" forms.

Records of Stock, S.P., Profit, Etc.

The "Stock Ticket" is used to record every article purchased through the regular channels of supplies, entering the name of the article purchased, from whom purchased, quantity, the date, the cost, the selling price, the profit and the per cent. of profit. There is also space at the bottom for "Remarks." In entering the cost, selling price and profit, the entire amount is entered. That is, if we were entering an article which cost us \$15 per dozen, and was to be retailed at \$1.75 each, and there were 5 dozen in the lot, the cost would be entered—Cost, \$75.00; Selling Price, \$105.00; Profit, \$30.00; Per cent, 29 4/7. Every article is entered upon a stock ticket just as soon as the invoice is received and O.K'd by the stock-keeper.

Some stores are content to enter all invoices in detail in the Stock Purchase, or Invoice Book, filling out the selling price, per cent., etc., at the time.

For Reference in Buying Again

"The stock tickets are of a great help in buying," we were informed. "They are filed alphabetically, and can be very easily referred to when wishing to place an order for some article. By referring to these stock tickets we can tell the exact quantity of an article we have sold during a certain period and order accordingly, thereby eliminating the danger of over-buying. In case we have been stocked on some article, and have been forced in selling some at a reduced price in order to clean up, the loss ticket which was made out for this reduction in price is filed with the stock recording this purchase, and when placing an order for that particular article at some future date, the presence of that loss ticket makes us more careful in placing our order to eliminate all loss possible.

Where to Buy to Best Advantage

"These stock tickets also keep us posted where we can buy to the best advantage. By referring to them we can very easily tell from which firm we were able to get the best price, etc. They also show us whether the article was satisfactory or not. When an article proves satisfactory to our trade and worthy of our consideration when re-ordering, this is recorded in the space for "Remarks," and it is given first consideration when re-ordering. But should the article prove unsatisfactory, this is also recorded and that particular article is shunned when re-ordering."

Special Purchase for a Customer

The "Purchasing Ticket" is a special one, used to record every purchase that is not purchased through the regular channels of supplies. "For instance," says the merchant who runs this system, "we offer our customers special service; we offer to get for them any articles in our line which we do not carry in stock, and this purchasing ticket is used to record this purchase. These tickets are the same as the stock tickets, with the exception that they read 'For Whom Purchased' instead of 'From Whom Purchased.' They are also a different color; this is because they are filed with the stock tickets and help us to more readily find them if it is ever necessary to refer to a purchase of this sort.

STOCK TICKET			
ARTICLE			
FROM WHOM PURCHASED			
DATE		QUANTITY	
COST	SELLING PRICE	PROFIT	PER CENT
REMARKS			

LOSS AND GAIN TICKET		
ARTICLE		
QUANTITY	DATE	
CAUSE		
REGULAR RETAIL PRICE	AMT. REC'D	LOSS OR GAIN
REMARKS		

PAID OUT TICKET	
BY WHOM	
CHARGE TO	EXPENSE
DATE	AMT. \$
ARTICLES	

These are three separate tickets of calendar paper or cardboard, each 4½ in. x 3 in., used by heads of departments in larger stores and by clerks, as well, in smaller. They all serve to help in keeping accurate records and avoiding waste. A fourth card, of green board, is identical with the stock ticket, except that the word "for whom purchased" is used instead of "from whom purchased." The uses are described in this article.

Petty Expenses

The 'Paid-out Ticket' is used to record every cent paid out for expenses. The ticket is filled out with the name of the person making the paid-out, what expense account it is to be charged to, the date, the amount, and the article for which it is spent. These are deposited in the register, and each evening they are gathered up and charged to the expense account, as provided for in our 'Daily Record of Expenses.' This gives us a record of every cent paid out and for what it was spent.

"It also eliminates the useless expenditure of the store money by the clerks, for they must make out a ticket for every cent that they pay out. Often where the clerks have the authority to pay out money for necessary things needed at the store, such as paper, tacks, etc., used in trimming the window, and various articles needed about every retail store, they overdo the thing, and sometimes spend money uselessly; but if they are required to make out a record of all money they spend, they are not so liberal with the spending of the store money."

"Loss and Gain" Tickets

The loss and gain tickets may arouse some opposition. It may be said that in a large stock items recording individual reductions would entail too much

labor. Most department heads are content, when reducing "slow" sellers, to put in a "Reduction Slip," as it is called, containing one bulk sum, covering all individual reductions in any one line. What we would like to impress, however, is the advisability of using these reduction slips in some form or other, both to keep the "stock record" straight, and also to be able to refer to lines that have proved weak before re-ordering for another season. Here is the explanation of these "loss and gain" tickets as given to us.

"The 'Loss and Gain Tickets', we are told 'are used to record every loss and gain that may occur. These tickets are printed upon light weight paper, and put up in pamphlet form and each clerk carries a package of them with him at all times, and is required to make out a ticket for every loss or gain occurring with him during the day. Losses will occur through depreciation, spoiled or damaged goods, through reductions made for a special sale or for reductions made to parties making large purchases, etc.' Gains occur through the advance in price of some articles, discounts rebates and miscellaneous, the sale of boxes, etc. Articles such as these costing the store nothing should be recorded a gain when sold for any amount. All goods are entered upon the stock

ticket at the regular retail price at the time they were received and should they be sold for a less figure, or a greater figure, for any reason, it should be recorded as a loss or gain as the case may be. These tickets are deposited in a box provided for that purpose and then are gathered up each evening and entered in the correct column provided in the 'Daily Record of Losses and Gains.'"

Details as to Articles

"In entering a loss or gain the ticket is filled out with the name of the article upon which has been either a loss or gain, the quantity, the date, the cause, the regular selling price, the amount received, if any, and the amount of loss or gain as the case may be. Always drawing a line through the word 'Gain' if recording a loss and vice versa if recording a gain. The regular selling price is always recorded and not the cost, for every article that comes into the store to be resold has been entered upon a stock ticket and sold at the retail price prevailing at the time it is received, and it is upon the selling price we must base our losses and gains, this will be made clear when we get farther into the working of this system."

Daily Record of Sales, Purchases, Cash, Etc.

Daily Record of Sales, Purchases, Cash, Accounts, Etc.											For Month of — 191										
Day of Month	Day of Week	SALES			PURCHASES			CASH			ON HAND		BANK ACCOUNT			ACCOUNTS PAYABLE			ACCOUNTS RECEIVABLE		
		Cash Sales	Credit Sales	Total Sales	Cash Purchases	Credit Purchases	Total Purchases	Amount Received on Accounts	Total Cash Received	Amount Deposited in Bank	Total Amount Paid Out	Balance Cash on Hand	Amount Deposited	Amount Withdrawn	Balance in Bank	Credit Purchases	Amount Paid	Balance Payable	Credit Sales	Amount Received on Accounts	Balance Receivable
Balance Brought Forward																					
	Monday																				
	Tuesday																				
	Wednesday																				
	Thursday																				
	Friday																				
	Saturday																				
Total For Week																					
	Monday																				
	Tuesday																				
	Wednesday																				

NOW for the main forms. First of all the "daily record of sales, purchases, cash on hand, bank account, accounts payable and accounts receivable". With this we know just how our business stands at the end of each day. In starting a new page in this system at the beginning of the first of each month, we carry forward in the line marked "balance brought forward" the different amounts which we wish to carry forward from month to month. Sales and purchases are never carried forward from one month to the next, but are only carried to the end of the month, and then at the end of the year the total amount of sales of each month

are added together giving us the total amount of sales for the year, also the total amount of purchases, giving us the total amount of merchandise purchased during the year. But the balance of cash on hand (cash in the cash drawer) at the beginning of the month is carried forward, also the balance in bank, balance of accounts payable and accounts payable and accounts receivable. If the month comes in on Tuesday, we start with the first line marked Tuesday and number down the page for the dates of the month in the column provided for that purpose.

Recording Cash and Record Sales

Under the heading of "Sales" the

cash sales are recorded in the cash column each day as they are taken for the register reading each morning. The credit sales are recorded in the credit sales column as they are taken from the charge slips, which are made out for every charge sale. This gives us the amount of both the cash and credit sales for each day. Then these two figures are added together and entered in the total sales column giving us the total amount of business done on that particular day. These figures are totaled at the end of each week, and entered on the line marked "total for week," giving us the total for each week, then there is a grand total for the month

which is set down on the line marked Total for Month, at the bottom of each page.

Cash and Credit Purchases

Under the heading "Purchases" all cash purchases are entered in the cash purchase column. When merchandise is paid for by cash it is entered upon one of the purchasing tickets and put in the register and each evening taken out and entered in the cash purchase column. The credit purchases are all purchases made through the regular channels of supplies and paid for by check when due, and they are recorded on the stock tickets and added together each evening and entered in the credit purchase column. The cash and credit purchases are then added together and set down in the total purchases column. Purchases are totaled at the end of each week and month the same as the sales, giving us the total amount of goods purchased during the year.

Under the heading of "Cash on Hand" is recorded the amount received on accounts, as shown by the register, in the Rec'd on Acct. column. The

total amount of cash received for the day, including amount received on accounts and cash sales, is entered in the Total Cash Received column. The amount deposited in the bank each day is entered in the Amt. Deposited in Bank column, and the total amount paid out for expenses and cash purchases, etc., is entered in the Total Amount Paid Out column, then the total amount of cash received is added to the balance cash on hand of the preceding day and then deducting the amount paid out plus the amount deposited gives us the total amount of cash on hand with which we shall start business the next day.

Under the heading of "Bank Account" is recorded the amount deposited that day, also the amount withdrawn, each in the column provided for that purpose, adding the amount deposited to the balance in bank on the preceding day, and from that amount deducting the amount withdrawn, gives us the total amount remaining in the bank, which is entered in the column for "Balance in Bank." This keeps us posted on just how we stand each day in regard to our bank account.

Purchases, and Balance of Debts

Under the heading of "Accounts Payable" is entered the amount of credit purchases as received in the Credit Purchase Column, for that day, also the amount paid on accounts as shown by the check stubs. Adding the amount of the credit purchases for the day to the balance of accounts payable for the preceding day and deducting the amount paid gives us the balance payable and this is entered in the "Balance Accounts Payable" column. We know at the end of each day just what we owe.

Then with our record of "Accounts Receivable" we know just how much we have out on the books at the end of each day. By entering the amount of credit sales and adding this amount to the balance of accounts receivable for the day before and deducting the amount received on accounts leaves us the total amount due us at the end of every day. We are able to know each day whether we are allowing our book accounts to grow too large without any extra efforts.

Daily Record of Stock

Daily Record of Stock										For Month of 191									
Day of Month	Day of Week	COST		SELLING PRICE		GROSS		PROFIT		STOCK ON HAND				NET PROFIT					
		Purchases	Total Cost of Stock	Purchases	Total Selling Price	Cost	Selling Price	Gross Profit	Per Cent. of Gross Profit	Selling Price Plus Cash Sales Less Losses	Total Sales	Balance Stock on Hand	Gross Profit	Lesses and Expenses	Balance Gross Profit	Gains	Net Profit		
Balance Forward																			
Monday																			
Tuesday																			
Wednesday																			
Thursday																			
Friday																			
Saturday																			
Total for Week																			
Monday																			
Tuesday																			
Wednesday																			

A rather unusual method of daily stock records, with profits. This could be changed to a weekly or monthly record.

NOW with the "Daily Record of Stock" form we are able to know just what our per cent. of gross profit is averaging, and what the retail value of our stock is each day, etc.

"In starting this system of accounts," the explanation is given "we first took an inventory, getting both the cost and retail price of the stock on hand. The cost as shown by the inventory was entered in the Total Cost column under the heading Cost on the line marked Balance Forward. The retail price was entered in the column Total Selling Price under the heading of Selling Price on line marked Balance Forward. Then each day the cost and retail price of all articles purchased as taken from the Stock and Purchasing Tickets is entered in the column marked Purchases under both headings, the

cost of purchases under heading Cost and the retail price under heading Selling Price. Each of these amounts are added to the total amount for the preceding day and entered in the total amount column provided under both headings. The total amount is carried forward every day, until the time of the next inventory and as we take inventory every four months, this amount is carried forward until that time. When totaled for the four months, it gives us the cost of all merchandise purchased during that time, including stock on hand at the beginning of the four months, also the amount that stock should have brought us had it all been sold and sold at the price intended on the stock ticket when it was entered. Then by taking our second inventory at the end of the four months, taking both

the cost and the retail price as before, and then by taking the cost of goods now on hand from the total amount as shown by the "Total Cost" column gives us the exact cost of merchandise sold during the four months, and by taking the entire retail price of stock on hand from the amount as shown by the total selling price column gives us the amount the goods sold should have sold for. This amount plus the gains and minus the losses should equal the total amount of sales for the four months. The difference between the cost of merchandise sold and the selling price which it should have brought, plus the gains and minus all losses and expenses should be the actual net profit for the four months. If this amount does not correspond with the actual net profit, if it should be larger than the amount we

actually received, then the difference occurs through forgotten charges or stolen goods. (These two figures should and will correspond if everything is right).

"In taking inventory all goods are taken at what they actually cost, and not their market value for all advances and declines have been entered as losses and gains.

The Daily Profits

"You will also notice that our system will show us just what our per cent. of gross profit is running each day. This is done by entering under the heading of "Gross Profit" the total cost as shown by the total selling price column subtracting the cost from the selling prices gives us the gross profit, this amount is entered in the "Gross Profit" column. This amount represents the total gross profit that will be made on all goods purchased to date including goods on hand at start. By dividing the amount of gross profit by the total selling price will give us the per cent. of gross profit as it is running from day to day. With this system we are able to set a figure which we wish to represent the per cent. of gross profit we wish to make and can tell each day just how we are succeeding. Under the old system we had no way of telling just what our per cent. of gross profit was running, until we took our inventory at the end of the four months. Now should

our per cent. of gross profit drop below the figure set, we can by putting some special efforts on the more profitable articles bring it back to normal.

Value of Stock on Hand

"With this system, we also can tell the retail value of stock on the stock on hand at the end of each day. In the column marked Selling Price of Stock under heading Stock on Hand is entered the total selling price, as shown by the total selling price column under heading Selling Price plus the gains and minus the losses. In the column marked Sales is entered the total sales for the day. Then this amount (total sales) is subtracted from the amount in the preceding column giving the retail value of stock on hand at the end of the day, this is entered in the column marked Balance Stock on Hand, keeping us posted on the value of our stock from day to day. To find the approximate value of that stock at cost, we take the per cent. of gross profit as shown by the Per Cent. Column and deduct this amount from the balance of stock on hand and this will give us the approximate value at cost.

"To illustrate; let us say that our stock record showed us that the retail value of our stock to-day was \$15,000.00 and that our per cent. of profit was running 33 1-3 per cent. and we wish to know the approximate cost of that stock,

we take 33 1-3 per cent. of \$15,000.00 which is \$5,000.00 and deducting that amount from \$15,000.00 we find that the approximate value at cost is \$10,000.00. Under the heading of Net Profit we enter the amount of gross profit as shown by the Gross Profit column and the total amount of losses and expenses and then this amount is subtracted from the total gross profit, and the remainder is entered in the column marked Balance Gross Profit.

Net Profit Column

In the next column is entered the total gains and this is added to the balance gross profit and entered in the Net Profit column and this amount represents the net profit that should have been made on all goods purchased to date including goods on hand at the time of starting. This amount is carried forward each month and at the end of the four months, this amount minus gross profit the goods on hand at the end of the four months should make, should be the actual net profit for the four months.

"The net profit as carried forward each day does not represent the net profit for that day nor up to that time, for we may have sold up to that time the more profitable articles, yet it would have been based upon the average per cent. of gross profit, but it is merely carried forward as a record."

Daily Record of Expenses

Daily Record of Expenses, Losses and Gains														
For Month of 191														
Day of Month	End of Week	EXPENSES										LOSSES		
		Rent	Salaries	Delivery	Taxes and Insurance	Ice	Light and Heat	Advertising	Wrapping Expenses	Drainage	Miscellaneous	Total Expenses	Bad Accounts	Depreciation
												Spilled and Damaged Goods	Total Losses	
												Discounts	Advances	Rebates
												Miscellaneous		Total Gains
Total for Month														
Monday														
Tuesday														
Wednesday														
Thursday														
Friday														
Saturday														
Sunday														
Total for Week														
Monday														
Tuesday														
Wednesday														
Thursday														
Friday														
Saturday														
Sunday														
Total for Week														

Each sheet of this (covering two pages) is sufficient for one month's record. The article describes just how each column is figured out.

WITH the Daily Record of Expenses, Losses and Gains, we are able to keep an accurate record of all expenses, etc. Under the heading of Expenses we have our expenses divided into nine separate accounts, keeping us posted on just what we are spending our money for, and also letting us know just how much we are spending for each expense and should any one certain expense grow larger than what we think it should, we can tell it and try to cut down that particular expense, each one being entered in the correct column as provided.

Under the heading of Losses, all losses are recorded as shown by the loss tickets each day. Under the heading of Gains all gains are entered as shown by the gain tickets each day.

WHY ADVERTISED GOODS PAY

In a contest conducted among grocers on why it pays to buy advertised goods several newspapers of St. Paul, Minn., through their service departments, have received some interesting replies.

Here are the reasons given by one of the contestants:

"First—The fellow making the article believes it good and spends his money advertising, proving it.

"Second—The fellow reading the ad thinks the article must be good or money would not be spent telling people about it.

"Third—If these two fellows think the article is a good thing they lose no time in kicking up a rumpus if I fail to get it on my shelves.

"Fourth—And when I get it on my shelves those two fellows get it off again.

"Fifth—And I am going to allow those two fellows to keep on working for me. That's why I sell advertised goods."

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - President

H. T. HUNTER - - - Vice-President

H. V. TYRRELL - - - General Manager

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UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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EDITORIAL BRIEFS

LATEST reports from British Columbia display a much greater optimism with regard to the salmon pack than was the case a brief while ago. British Columbia, too, is the only province that is rejoicing over the apple crop. Apparently the province by the Western sea is falling on its feet.

* * *

SPEAKING of the Fuel Controller, it is doubtless a very necessary office, but it is saddening to see the number of high-priced assistants that are required by these controllers. The Assistant Fuel Controller is to get a modest stipend of \$25,000. Now, if any grocery or provision house showed an ability or a wish to add such luxuries to their business, what a clamor there would be.

* * *

THERE seems to be a distinct disinclination on the part of German officials to stay in power. Count Batoeki is one of the latest to retire, and probably with the best reason. As Germany's food dictator, he had a thankless job. He could gain credit with no one, and it's a poor occupation to be a distributor and administrator of food in a country where food is as scarce as it is in Germany to-day. It's a safe guess that he is glad to be rid of the job.

* * *

THE Groceteria has made its bow in Canada. One example of this newest variety of Grocery Store is in successful operation in Winnipeg. It is described in another page of this issue. This innovation will be

watched with interest by those who are most intimately associated with the Grocery trade. Whether the advantages of less help and the consequent lessening of overhead charges will compensate for those of the old time system of shopping is a point that is yet to be demonstrated.

* * *

RECENT advices state that there will be no loosening of the embargo on the export of apples to the United Kingdom. That means that Canada will pretty well have to look after her apple crop herself. Well, that does not look as though it would be any great hardship. With the exception of the early apple crop, which like last year's is expected to be fairly large, there is only a limited crop of apples. Had the facilities for shipment been the same as in other years, apples would in all likelihood have reached abnormal prices to the consumer in Canada. As it is there should be a good market at a fair price, which will be a better proposition for the grower than the uncertainty of the English and Scotch Commission Market.

A HELPFUL PUBLICITY

IN A recent issue of the Toronto *Telegram* there appeared an editorial entitled, Publicity to the Rescue. It opens with this striking suggestion: "Canada should start a torchlight procession of publicity on every route that food products travel from the earliest producer to the ultimate consumer."

It is rather surprising that it does not go on from this to talk against the recognized channels of trade, but rather takes the view that this complete illumination would do away with many misapprehensions. It is a new and generous note that is not often found in the daily press which delights to tell the public of the wrongs that they suffer at the hands of the middleman. We are glad to be able for once to take sides with the daily press. We do need this torchlight procession. The trading in foods is always a matter of moment to the public, and for that reason if for no other the food handler should walk advisedly. It is our belief that they are doing so; that they are meeting extraordinary conditions in a spirit of patriotic helpfulness. The grocer who is making money out of war conditions would be far to seek. Yet this could not be said of all business. There are, of course, profiteers, but they are not the multitude the public has been led to believe. They do not represent the grocery trade. They represent no one but themselves. The honest grocer does not wish to palliate their offences of this small minority, nor do they wish an honorable trade to be brought into contempt by the machinations of a few irresponsibles who do not represent the spirit of the trade. Therefore, any light that can be thrown on the vexed question of food selling and food distribution will be welcomed by

all. Therefore, the grocery trade can join with the *Telegram* in urging for the "torchlight procession of publicity," on all the questions pertaining to food.

THE ADVANTAGE OF CO-OPERATIVE DELIVERY

MORE and more the town and village merchants are banding together to curtail the unnecessary expenses that have for so long been a drag upon them. One example of this is the rapid growth of the co-operative delivery systems. This system has proved a blessing in many places, and is certainly a step in the right direction. It is a way of putting one of the most wasteful elements of business on a proper business footing, and at the same time doing away with many of the wearing little abuses that have gathered around the delivery system.

In these days when economy is a patriotic duty as well as a business necessity it is well for every community to consider the advisability of adopting some such system of delivery, to overcome the enormous waste that lies in overlapping and slipshod delivery methods.

BUYING FUTURES

THE CANADIAN GROCER is constantly receiving letters asking whether it is advisable to stock heavily in this line or in that. Whether it is wise to chance a market by placing orders for distant delivery. These are questions that it is hard to answer. Unquestionably merchants have made money by so doing, unquestionably also men have lost money in the same way. No one can foretell just what a market will do. On general grounds this may be said, that unless the merchant is prepared to bear a loss he had better not venture too much into buying futures. On patriotic grounds, the only advice must be against such a practice. The merchant who buys more heavily than he requires, the merchant who takes a long chance and purchases heavily on a future market, are both encouraging the imposing of a false value on these goods. They are withdrawing a certain percentage of available goods from the open market, and so enhancing the value of what remains. Whether it accrues to the advantage of the merchant or no it is certainly to the detriment of the country as a whole.

THE PURCHASING POWER OF THE DOLLAR

EVERYONE knows that money does not go as far as it used to, but it remains for the Americans to work out the actual value of the dollar to-day. The enterprising gentleman who did this arrived at the doleful conclusion that the good old American dollar with George Washington and war eagles and all such kind of things on it was worth exactly 46 cents.

The way he arrived at this figure was by taking

the average purchasing power of the dollar during the years from 1900 to 1906 this was considered 100 per cent. On this basis in 1914 it was worth just 82.2 cents and in 1917 had declined to 46 cents. In other words your dollar will purchase less than half what it would have purchased ten short years ago. As despite this fact, dollars do not seem to be any more plentiful it behooves us to be careful.

Every purchase of goods that is made now requires almost twice as much to make it as was required prior to the opening of the war. It behooves the merchant therefore to see to it that he carries no more of these costly goods on his shelves than his actual business needs demand.

AN IMPERATIVE DUTY

THE commercial board of the Council of National Defence in the United States is urging upon retail merchants the importance of eliminating unnecessary store service. Recently, a meeting was held in New York of 100 dry goods, grocery, clothing and department store proprietors, for the purpose of considering the suggestions of the Board. A. W. Shaw, chairman of the Board, told the meeting that in the United States, perhaps one-third of the men engaged in delivery and return-goods systems will be called to the front. This question, said Mr. Shaw, is very flatly up to the retail merchants. When the time comes that these men are called away, are you going to take men from the manufacturing, shipbuilding, agricultural or mining industries, which must keep going to full capacity, or are you going to readjust your businesses so as to get on without tearing them away from work that is of the greatest importance in the conduct of the war?"

The sentiment of the conference heartily favored following the spirit of the recommendations of the commercial economy board and resolutions were passed accordingly.

Among the other important subjects which came up for discussion looking to the elimination of non-essential services now rendered the customers of retail stores were the reduction of deliveries to one or, if necessary, two a day in each district; the possibility of making a charge for special deliveries; the question of limiting delivery to purchase amounting to a certain sum; and the limiting of the return-goods privilege to a definite short period.

The delivery problem and returned-goods evil is not as serious for retail hardware merchants as for some other classes of trade. Nevertheless, there are many other unnecessary wastes which could be eliminated from the average hardware store. Waste of time, display space, glass, oils, leaks in the office system, leaks through bad accounts, should all be eliminated. This is a time for conservation on the part of every individual. The merchant who conserves now is going to be prepared for future eventualities.

THE CLERKS' DEPARTMENT

THE DECIDING PLAY IN THE GAME OF LIFE

The Precept on Which a Young Business Man Achieved Big Success in Business World.

THOMAS E. WILSON, the head of a large packing concern in Chicago, Wilson Co., successors to Sulzberger & Sons Co., tells in *The American Magazine* some of the precepts he has followed in winning success. That he has won success is evidenced by the fact that at 49 years of age he is head of so large a concern with a salary of \$125,000 a year. His main idea in business has always been that each task, no matter how small, may be the thing to determine his whole career. He says:

My first job was an unimportant clerkship with the Burlington railroad, at forty dollars a month. It took me a long time to land that job. There were other places to be had, some of them at higher wages, in groceries and small shops, but I wanted to get myself identified in some way with a big concern like a railroad, so that when I got to the top it would be worth all the trouble of making the climb. I had a bland confidence in what the future held in store for me and fully expected to become the president of the Burlington.

One day, however, before I had quite got around to becoming president of the road—in fact, while I was still drawing only forty dollars a month—the packing firm of Nelson Morris & Company asked the Burlington people to pick them a man to keep the records of their refrigerator cars. The chief clerk selected his assistant. An hour or so after going to the stock yards to look over the new job, the assistant returned in a high state of disgust, exclaiming: "Not for me! I wouldn't work in as smelly a place as that for any hundred dollars a month."

That about the hundred dollars a month made me prick up my ears, and I asked if I couldn't have a chance at the job. They gave me the chance and I went to work for Morris & Company. I was not particularly enthusiastic about the malodorous surroundings, as they were in those days, for my olfactory sense was normally keen, but I couldn't help feeling that maybe I was answering a call of opportunity.

I found that I could sit quietly at a desk and hold the car-checking job; but I got interested and wanted to know all about the handling of the cars and the repairing of them. So I put in a good deal of time in the yards. After a while I was placed in charge of all car repair work. The company began to build its own cars and I was entrusted with the management of that. Then I got to be the head of the purchasing department, and looked after the buying of supplies and construction material for the whole plant. They next gave me charge of all construction work, and this led to my being sent to various points throughout the country to locate new branch whole-

some plants. I also had to select men to run these new branch establishments.

Picking Out the Right Kind of Man

It was in this work of picking men that I got an opportunity to learn how to size up and handle other people. Knowing people and knowing how to handle them is, I believe, the greatest asset of any executive. I tried in every way possible to train my observation, to compare men with other men. In picking a manager for a plant, I didn't go so much by the man's record as by the way the man himself impressed me. It was not difficult to tell if a man was ambitious, mentally alert, and favorably inclined toward hard work. Every little while I appointed to an important place a man whom nobody else had ever suspected of having ability. A high percentage of these men made good and I was mightily pleased, for when they made good I knew that I, too, was making good.

I always sought a man who was anxious to land the job. The fellow who is overjoyed to get a certain job is the one who will work hardest at it. I never like to employ a man who is not sure he wants what I offer him. When a man takes a job with the air of doing me a favor to accept it, I know that he is apt to think that he has discharged his full obligation in taking the place, without doing much afterward. In order to obtain a man full of enthusiasm for the work to be done I often found it wise to pick somebody from a much humbler place. The man who has been making a monthly salary of only seventy-five dollars is likely to leave no stone unturned and no midnight oil unburned to make good on a job paying one hundred and fifty dollars—much more likely than if he had already been getting almost that much.

Two Kinds of Young Men

One day I offered a young man a place with a salary of about a third more than he had been used to. Both the salary and the nature of the work appealed to the young man.

"I'll think the whole proposition over a while," he told me, "and let you know about it."

"But I have decided not to hire you," I replied.

"Wh-a-a-t!" he exclaimed. "I thought you just got through telling me the job was mine if I wanted it."

"Yes," I admitted, "and you agreed that it was a fine opportunity for you. You are satisfied with the salary and you like the kind of work. Yet, instead of grabbing it on the spot, you wish to think it over a while. I am forced to the conviction that you are lacking in decision. A man troubled with the fault of indecision won't do in our business. I'm sorry, but I've changed my mind about you." And the job went to somebody else.

There was another case quite similar

to the one just mentioned. I had offered a young man a place that was a decided improvement over the one he had.

"I like the proposition," the young man told me, "and I know that I am going to take it, and yet I wish that I might put off the actual acceptance until I have talked with my wife. She and I have always looked on everything like this as a partnership affair, and I would just like to be able to tell her that I didn't decide without first letting her have some say in the matter."

That, you see, was a slightly different situation from the other one. I thought the man showed a commendable partnership spirit that should be encouraged, and told him to talk it over with his wife first, by all means.

A Wife Who Takes an Interest in Your Business.

After all, there is nothing so important, or which can contribute so much to a business man's success as a fortunate selection of a wife. At the time I got married—I was then thirty-one—old Mr. Nelson Morris remarked:

"Well, you won't be much account in business for a year, but that's all right. No bridegroom is very useful in business he's so taken up with his new wife."

I was filled with a desire to convince Morris that he might have spoken too sweepingly. I made up my mind that on my return from the honeymoon trip I would work harder than ever before. Just after our arrival in New York, on the wedding journey, I chanced to hear of a piece of property in Brooklyn that was advantageously located for a branch. It could be leased very cheaply if taken at once, but the negotiations would take up so much time that there would be little opportunity for sightseeing while in New York with my bride. I wasn't sure that I didn't owe a greater duty to her than to my employers, especially inasmuch as I was on leave of absence. A wedding journey is an important event to a young woman, and it seemed a shame that this one should be marred by my business affairs. Yet I yearned to make Nelson Morris retract what he had said about bridegrooms.

Well, I put the whole situation up to Mrs. Wilson, intending to let her cast the deciding vote. She was genuinely enthusiastic over the idea of surprising my employers with a little business achievement on our honeymoon. To make some personal sacrifice to boost along my career would, she declared, be a pleasant adventure. She smilingly gave up a number of delightful little excursions we had planned together, and remained contentedly in the hotel room while I was over in Brooklyn conferring with real estate agents.

Ever since then Mrs. Wilson has followed the theory that no sacrifice is too big for her to smile over, provided it contributes to our success. I have never had to hesitate about leaving town unexpectedly on business just on the eve of a social engagement. Always I have known that such disappointments would never ruffle her in the least. And this knowledge has been a tremendous help.

For fifteen years I never took a vacation, and throughout much of that time I put in an average of more than fourteen hours a day. I couldn't have done it if the work had not fascinated me.

Nobody gets very far unless he likes his work. A man should not look upon his job or work as a mere expedient for bread and butter. The man who works under pressure will not get very far. Initiative comes only to those who are fascinated with and enjoy their work, and if a man doesn't like his work he ought to change his job. I liked mine because I could see things growing and developing.

How Wilson's Present Job Was Offered To Him.

A few years ago I was made president of Morris & Company. Then came the unexpected offer which enabled me to direct a big enterprise with my own name over the door. The business of Sulzberger & Sons Company had been re-financed by New York capitalists, and these men determined to get me to manage it. Their representatives called me on the telephone from a Chicago hotel one day, right out of a clear sky, asked to see me, and made me an offer. I declined. Some time later a friend on the street asked me when I was going to the new job. I told him I wasn't going.

"Oh, yes, you are," he assured me; "I heard that you didn't know it yourself yet, but you are going. They are going to make you an offer you can't refuse."

And they did. We came to terms and I changed jobs. When I took hold of the new work I let it be known immediately that new ideas were in order, regardless of whether they applied to one's own department or to the other fellow's. And I aimed to impress it on all employees, including the humblest, that if anything wasn't going to suit them they could walk right into the main office and talk to me about it. Too much dazzling dignity about a general manager's office is often a great handicap to a business.

An Executive Should be Accessible His Men.

The trouble with the executive who is too inaccessible is that he loses more by the arrangement than anybody else. In shutting others out, he shuts himself in—away from the numerous advantages of personal contact and points of view. There's nothing like looking a man in the eye and hearing his story, to get at the meat of a situation. Most executives prefer to have everything brought to their attention in writing. That plan may be a time-saver, but my own experience has been that it will pay to get all information possible by face-to-face interviews. Sometimes a tone of voice or the arch of an eyebrow talks more than could be written in a letter.

I strive constantly to have every employee on the pay roll doing the kind of work he likes to do. At every opportunity I talk to the men, including the laborers about the plant, trying to find men who have special aptitude or liking for some particular thing. A man may be doing his task well, but there is always the chance he could do something else even better. Think of the plight of the man who is obliged to sit and add figures all day when he is naturally poor at figures but is a born wonder as a mixer among men, and yearns to be out selling goods. Think what he is losing, and what his employer is losing.

Raising a Man's Salary.

Whenever a man is capable of filling a bigger place he should be promoted if possible, if for no other reason than to keep him from stagnating, and also to let him know that merit is being recognized. Sometimes it is not possible to show appreciation of a man's work by giving him a better job. In such cases it is often wise to raise a man's salary. A raise even of only a dollar or so some-

times serves to give a man encouragement which is the making of him. I have heard executives say that men are frequently spoiled by salary raises, but I take no stock in the theory. If any are spoiled in that way they would have been spoiled anyhow, and the number is so negligible that we may well ignore it. I question the altruism and magnanimity of an employer who has a man's welfare so much at heart that he throttles his own earnest desire to pay the man more money, lest the raise should weaken the man's character.

The higher up he is, the more dependent an executive becomes on those under him. The real success of an executive, it seems to me, rests on his ability to promote wisely, and at the same time to keep the force working in harmony and contentment. A little jealousy here and there in an organization can ruin its efficiency. I have known men who had enough general grasp of things to have made great department managers, only they could not get along harmoniously with those about them. If a man can't get along pleasantly with his associates, he cannot successfully handle a force of men. I never like to promote a man to a responsible place if he has failed to work in hearty co-operation with the men alongside of him. When you hear men say of their boss: "He is a good fellow to work for," you may know he is a successful executive.

GET THE TRADE COMING

A grocer in an Ontario town hit on a novel and effective display to sell more fruit. He had been worried for some time on account of the competition of an Italian fruit store which had started up nearby and which was making huge strides in establishing itself as headquarters for the fruit and vegetables sold in the community.

Studying the fruit stores' methods, the grocer decided that the very magnitude of its display of fruit and vegetables proclaimed to the passer-by that this fruit store was the place to go if one wanted fresh goods and a wide selection of perishables.

Determined not to give up the profitable green goods business of the community the grocer decided to make a big drive on some good seller. He knew that the prices at the fruit store were no lower than his, and that his competitor would not be likely to use many of the little tricks of the trade that he knew would make the prices seem more attractive.

Considering oranges to be the most conspicuous fruit he could use in his window he bought 15 boxes,—three times as many as he had ever purchased at one time before. He advertised a special sale for Saturday and dumped the entire 15 boxes in the window. He borrowed a brand new scoop shovel from the hardware man next door, put it on the big pile in the window over which hung a sign reading: "These large juicy oranges will be scooped out at 29c a dozen on Saturday."

By three o'clock Saturday afternoon all the oranges were gone and he could easily have sold several boxes more. In addition he made capital out of every customer that the orange window drew into the store and did a holiday business

on his regular lines. So this grocer solved his competition problem and didn't have to cut prices to do it either.

THE BROOM CORN OUTLOOK DISCOURAGING

The very high prices that have prevailed for brooms during the past year seem likely to continue. It was hoped that this year's crop of broom corn would be of such a successful character as to warrant a decrease in price. Unfortunately this is not the case. A considerable portion of the corn crop in Oklahoma has been damaged to such an extent by drought and hot winds that it is beyond recovery.

The broom corn market of the entire United States is based on the Oklahoma crop, this state growing about three-fourths of the country's supply. For two years in succession the crop has been short and as a result many broom factories are closed and will remain so until new corn is available.

Unfortunately for the consumer, the situation promises but little, if any, relief in the way of lower prices for brooms. Even though broom corn should ease up slightly in price, other materials are steadily advancing and manufacturing costs continue to increase.

CURRANTS FROM CALIFORNIA.

Charles Bonner, head of the Bonner Packing Co., Fresno, Cal., was in Western Canada last week, calling upon his representatives, the W. H. Escott Co., Ltd. Mr. Bonner had some interesting things to say about raisins. He stated that the crops in California were good, and they were looking forward to an active market and good prices. He did not think prices would be any lower than they were last year, but at this stage it was more or less of a guess, as the Association had not yet named any prices. However, the trade there generally seemed to think that the price would be on a basis as high as last year, or even higher.

Mr. Bonner stated that for many years they had been growing a surplus, and carrying it from year to year; last year this was all cleaned up, so that this year there was none to go forward. In former years they had had competition with Spain, but Spanish raisins now were pretty much off the market, and he thought the only thing that would put them back would be price. It was very hard to get them across the Atlantic these days, and he felt that once they had them off the market, they would be able to keep them off.

An interesting statement made by Mr. Bonner was to the effect that he had secured samples of Australian currants coming into this market, as he wished to compare them, as well as Greek currants, with some that were being grown in California. It was early to say much about these, but he seemed to think that before long California would be producing currants in competition with Australia and Greece.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Quebec

McGill Stores, grocers, Montreal, have dissolved.

J. Goldman & Company, grocers, Montreal, have dissolved.

B. Trudell, of L. Chaput Fils et Cie, Montreal, is on vacation this week.

The country staff of travellers for L. Chaput Fils et Cie, Montreal, are on holidays this week.

The cold storage being built for the D. Hatton Co., wholesale fish merchants, Montreal, is almost completed.

Mr. Emil Chaput, of L. Chaput Fils et Cie, Ltee., Montreal, has been having a brief vacation during the past week.

A meeting of the Canadian Fisheries Association on Wednesday, this week, was addressed by G. Frank Beer, chairman of the Fish Commission of the Canadian Food Controller's office.

Montreal Retail Grocers held their annual picnic to Ile Perrot last week, President P. Filion and Secretary J. A. Beaudry being present. In spite of extreme heat the day was a great success.

Mr. H. W. Horrocks, who for the last three months has been looking after the Canadian interests of the firm of George Little, Limited, Manchester, England, importers of bacon, butter, cheese, poultry and eggs, has left Montreal on his voyage home to England within the past few days. He speaks hopefully of trade now and after the war.

Ontario

D. G. Sinclair, grocer and confectioner, Kenora, Ont., has discontinued.

W. A. Sayers, grocer, Collingwood, Ont., has sold to J. R. Sayers.

H. J. Ahrens grocer, Kitchener, Ont., has sold to R. A. McDonald.

Mrs. E. Fairbanks, grocer, Toronto is succeeded by Mrs. J. Plant.

A. Pitt, general store, Dryden, Ont., has opened a branch at Keewatin.

Woodburn Milling Company, Ltd., Glencoe, Ont., has been burnt out.

Mrs. F. L. Fair Grocer, Toronto, Ont., has been succeeded by W. J. Garbutt.

E. S. Merritt of Medland Bros., sales staff is spending a holiday period at Bobcaygen.

D. W. Duff, buyer for Perkins, Ince & Co., is spending a few weeks at Jackson's Point, Ont.

R. J. Wood, one of London's oldest grocers, is dead, after twenty-nine years of business in the city.

J. Clark, sales manager for the Canada Brokerage Company, is spending the next two weeks at Lake Simcoe.

James Paul, grocer of Chatham recently had his store burglarized after being roughly handled by the burglar himself.

J. H. Bond, sales manager of Medland Bros., wholesale grocers, Toronto, has

been spending his vacation at Brighton Beach.

Toronto Milling Company, Ltd., has been incorporated at Toronto with a capital of \$155,000 to manufacture and deal in grains and cereals.

C. H. Barrell, sales manager of the MacLaren Imperial Cheese Company at Toronto has returned from spending a vacation at Dudley, Ont.

W. N. S. Hunter's grocery store at Hamilton, Ont., was damaged when a H. G. & B. car recently pushed its way into the store front after jumping the track.

Kingston is soon to become the location of a branch of a big Canadian firm if present plans materialize. A cold storage plant and a grocery department will be included in the store.

Graham's, Limited, has been incorporated at Belleville, Ont., with a capital stock of \$1,000,000 to take over the Graham Company, Ltd., to deal in fruits, vegetables, grains, meats, fish and other food and animal products.

Norman B. Stark, manager of W. R. Grace & Co., Ltd., the Canadian house of the Grace organization, is at present in the West, getting in touch with the trade. In conversation with a representative of THE CANADIAN GROCER, Mr. Stark said that the Grace organization included the United States and England where they are known as Grace Bros. & Co., Ltd., as well as houses in Peru and Chili.

Western Provinces

G. A. Hammond, grocer, Edmonton, Alta., deceased.

A. Power, Humboldt, Sask., grocer, suffered recent fire loss.

A. M. Anderson, Ltd., general store, Gadsby, Alta., has sold out.

T. Millard, general store, Cypress River, Man., has discontinued.

Mrs. E. M. Neelands, St. James, Man., has sold out her grocery stock.

St. John's Grocery, Winnipeg, Man., has been succeeded by R. Foster.

E. Middleton has commenced the grocery business at Vancouver, B.C.

S. Ostry & Son, general store, Lac du Bonnet, has sold to Granovsky Bros.

Sinclair & Shane, general store, Quill Lake, Sask., have sold to J. S. Alder.

Home Grocery, Edmonton, Alta., have been succeeded by Clarence Murphy.

M. O. Nobles, grocer, Regina, Sask., is contemplating sale of his business.

I. M. Lewin, Calgary, Alta., has sold his grocery business to A. W. Dell.

Mrs. C. A. Haddnell has commenced the grocery business at St. James, Man.

Northern Fish Co., Ltd., Selkirk West, Man., damaged by fire at Black River plant.

T. J. Cowan, grocer, Vancouver, B.C.,

has sold stock and fixtures to W. C. Reeves.

MacDonald-Cooper Co., Ltd., has commenced wholesale grocery business at Calgary, Alta.

The estate of C. D. M. Chambers, grocer, Winnipeg, Man., has been sold to Robt. Foster.

Gibson & McKinnon, dealers in groceries and confectionery, Winnipeg, Man., have commenced business.

Popham Bros., Ltd., wholesale manufacturers of biscuits and confectionery, Victoria, B.C., have secured a change of name to Ormond's, Ltd.

Robert Gillespie, of the Robert Gillespie Co., Ltd., manufacturers' agents, Winnipeg, is on a trip through Western Canada, and will probably be away six or seven weeks.

Geo. Adam, of George Adam & Co., manufacturers agents, Winnipeg, who has been very ill for the past month or more, has recovered sufficiently to call on the trade again.

E. H. Francis, formerly with the Ogilvie Flour Mills, has joined the selling staff of T. H. Estabrooks Co., Limited, and will represent the Red Rose lines in South-Western Saskatchewan, succeeding E. P. Moore in that territory. Mr. Francis will make his headquarters at Moose Jaw.

DOMINION BOARD OF R.M.A. WILL CONVENE IN MONTREAL

The Annual Convention of the Dominion Board of the Retail Merchants Association will be held in Montreal on August 14, 15, 16 and 17. No official programme of the Convention is as yet available. The first day of the convention will however, be given over to a conference with wholesale merchants, from all parts of the country, and the second day to a conference with the manufacturers, at which will be discussed matters of mutual interest. The last two days of the session will be given over to the general business of the Association that comes under the control of the Dominion Board.

MONTREAL GROCERS' PICNIC

Four hundred members of the Montreal Retail Grocers' Association made their annual excursion to Ile Perrot recently for their picnic. The party included the president, P. Filion, and the secretary, J. A. Beaudry, of the Association.

The proceedings passed off very successfully, despite the intense heat, and a banquet was provided for the excursionists. A number of speeches were made along the lines of greater co-operation between manufacturers, wholesalers and retailers, with the object of serving the best interests of the public.

ALEC. CHALMERS AT VANCOUVER

Alec. J. Chalmers, who for the past five years has been connected with W. L. MacKenzie & Co., manufacturers agents, Winnipeg, has been appointed by the D. H. Bain Co., Winnipeg, manager of their Vancouver branch. Mr. Chalmers was for one and a half years manager of the Edmonton branch, and for two years manager of the Regina branch of W. L. MacKenzie & Co., and for a year and a half was at their head office in Winnipeg. Prior to that, he was with Rose & Laflamme, Montreal, for whom he travelled throughout the whole Dominion. Among other territories covered for Rose & Laflamme was Western Canada, and he therefore knew his field well long before settling in the West. Mr. Chalmers is one of the best known men in the brokerage business in Western Canada, and few men have made more friends among the trade.

**TORONTO TRAVELLER KILLED**

J. F. Aikens a traveller for the Dominion Glass Company, Toronto was fatally injured at Burketon Junction on Monday night. In trying to board the train while it was in motion he fell beneath the wheels. He was taken to Peterboro but was so seriously injured that he died in the Nicholls Hospital on Tuesday morning. Mr. Aikens was a man of middle age, and leaves a wife and family in Toronto.

**WHO PAYS FOR IT?**

Can you get something for nothing? Read this:—

In 1904, a certain automobile manufacturer built and sold 37 two-cylinder automobiles. The price of each was \$1,250. In 1915, the same concern built and sold more than 45,000 six-cylinder automobiles and the price of each was about \$950.

What created the demand and why was the price reduced? The answer to both questions is—Advertising.

Who paid for the advertising?

The manufacturer didn't pay for it because he made more profit out of each \$950 car than he did of each \$1,250 car.

The consumer didn't pay for it, because he received a great deal more for his \$950 than he did for his \$1,250.

Then who did pay for it? Echo answers "Who?"

It does not take a lot of money to advertise; but advertising creates a demand and the filling of that demand necessitates quantity production, and quantity production is the cheapest means of reducing cost without decreasing quality.

When quantity production is required, the saving because of it is more than enough to pay for the advertising which created the demand; and instead of the consumer being required to pay for the advertising he actually saves money, because he can buy advertised articles for

less than he would have to pay for the same or quantity.

So well-advertised merchandize is generally the best "buy." More quality and quantity can be obtained by the purchaser for less money when he orders well-advertised goods.

Does this apply in the case of purchases of machinery, tools, utensils and manufacturers' supplies?

It does—most assuredly.

That is one of the reasons why it pays a man to read the advertising pages of his trade paper—and to meet his needs by purchasing advertised products.—Exchange.

**BRITISH PRICES GREATLY REDUCED.**

The British Food Controller, Baron Rhondda, is taking steps to control profits on foodstuffs, and announces a reduction of 25 per cent. in bread prices at an early date. A graduated reduction in the price of meat for the army and civilians, which, by January will mean a 30 per cent. decrease from the amount now paid also has been announced. Baron Rhondda has stated that it is hard to fix prices in Britain until the action of the United States is known, but steps have been taken to control the profits of butchers and others in a manner to ensure that the benefit will accrue to the consumer.

As an indication of what has already been done, the Food Controller stated that twenty per cent. less bread is consumed in Britain now than last year through a stoppage of waste and other elements, and this despite the shortage of potatoes which recently existed. Meat prices are expected to be decreased from 90 shillings a hundredweight to 60 shillings, by January, and details are being arranged for a more equitable distribution of sugar owing to the shortage.

**GUELPH'S GROCERS' PICNIC**

Retail Grocers of Guelph, Ont., Hold First Annual Picnic at Puslinch Lake Many Wholesale Houses Represented

The first annual Retail Grocers' Picnic in Guelph, Ont., was recently held to Puslinch Lake, and was attended with such success that the grocers of the city are convinced that the picnic is to be a permanent affair from now on.

The committee in charge of the picnic was composed of G. T. Hicks, C. C. Borden, F. Barber, E. J. Drake and W. G. Hood. Every assistance was given the committee by J. H. and Alvar Simpson, of the Simpson Co., George Walker, of Hugh Walker & Son, and Roswell Goldie of the James Goldie Co., who helped in no small way to get the association off to a right start at their first annual picnic. The wholesale houses throughout the country, also contributed to the success, and through their generosity, the prizes offered were of an exceptionally high standard.

Baseball Match

The first event and one of the most exciting during the day, was the baseball match, between teams captained by J. H. Simpson and George Walker. When the game was finished Mr. Simpson's team had the long end of a 14—7 score, and by doing so he and team won a pound of Red Rose tea each. Mark Dulmage, the umpire, was also given a pound for his services. The following were the line-ups:—

Simpson's Simps—J. H. Simpson, 1b and p.; W. Goddard, r.r.; E. Hussen, s.s.; F. Barber, 1b; A. Simpson, 2b; S. F. Pearson, p.; C. Thomas, s.s.; R. Sinclair, 3b.

Walker's Warriors—A. Benallick, c.; G. Walker, p. and 1b; Gow, p. and 1b; Grundy, r.f.; Deans, c.f.; Morris, 2b; Fennix, s.s.; Taylor, Drake, 3b.

The Events

The prizes offered for the race events were of an exceptionally high standard, and the value of them made competition keen. Only two accidents happened during the races. The first occurred when Roswald Goldie fell into a pitch hole while lightly stepping over the course in the "Ladies' Race," but which was not attended by any serious result. The other was a painful affair, which happened to J. Charles, of Toronto, who had come to the picnic for the express purpose of winning the fat man's race. Just as he was nearing the finish, and was well up in second position, he wrenched his ankle, and in falling over knocked down four of the contestants.

The official starters of the events were Roswald Goldie and J. A. McCrea, and the judges were J. B. Huether and W. A. Knowles.

The Supper

Following the sports programme, the gathering sat down to a splendid supper. Among the representatives from the wholesale houses present were J. H. Simpson, Alvar, Simpson and Robert Moore of the Simpson Co.; George Walker, of Hugh Walker & Son; Roswald Goldie and W. A. Knowles, of the Goldie Co.; C. Smye, of Balfour, Smye Co., Hamilton; W. Goddard, of McPherson, Glassco Co., Hamilton; J. Thompson, of the Canadian Chewing Gum Co., Toronto; J. A. Smith, of Wagstaffe's, Limited, Hamilton; T. Macdonald, of Todhunter, Mitchell & Co., of Toronto; John Charles and R. J. E. McCrea, of H. P. Eckhardt & Co., of Toronto; A. P. Rogers, of Dominion Cannery, Limited, Hamilton; S. F. Pearson, of W. A. Clarke, Limited, Montreal; R. B. More, Galt; W. I. Shaw, Galt; E. B. Almas and M. H. Grose, of Cowan Co., of Toronto; S. G. Smith, St. Catharines.

A. Groom, president of the association, took occasion to thank all those who had contributed to the great success of the picnic. George Walker added a few words on behalf of the Guelph wholesalers. J. Charles spoke briefly on behalf of the outside travellers present.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE.

CANNERS advise that there is likely to be a short pack on jams of all kinds and that prices will probably be higher.

A big shortage of strawberry jam is stated to be probable. Sardines and extracts are among the lines in which advances have been recorded. Metal polish is one of the lines to show an easier tendency. Butter is in firm market owing to the higher prices being paid in Great Britain. Manitoba eggs of good quality are in the Eastern markets and have caused slightly lower prices during the week. New honey arrived during the week and is reported of good quality. There is a variety of opinion as to whether or not the crop will be as good as last year, the weight of opinion, however, inclines to an equally good crop with last year. In poultry lines live ducks are now coming to the market in good quantities. Chickens are not plentiful, but the quality is reported better.

Much interest has been connected with the sugar market during the week, one refiner having advanced 45c per hundred and three others 25c. There is a very firm situation in the primary market due to the eager competition for existing stocks of raw sugars. Stocks of latter are comparatively light to see the trade though until such time as the beet root sugar comes on the market.

Flour prices held steady during the week. There is an exceptionally good demand for flour from the United States. There is also an active demand for mill feeds of all kinds from the United States, demand being so heavy that some of the Ontario mills have put their prices up in order to keep it within bounds. Business still continues somewhat light, which is natural for this season of the year.

QUEBEC MARKETS

MONTREAL, August 7.—Sugar is the sensational item on the market this week, and the outlook is exceedingly firm. Flour is steady. Mill feeds are scarce and firm. The market for canned goods is marked by scarcities as the time for new pack approaches. Rice is firmer. The difficulty as to Rangoon beans proved a passing one, due it is said, to an exaggerated idea as to these vegetables, and they are coming quite freely into Canada. Some interesting miscellaneous lines advanced are Wellington Knife polish now \$1.80 a dozen, Epsom salts up to 10 cents from 6 cents, and the Canadian macaronis and alimentary pastes now \$3.00 a box, formerly \$2.40, the case containing 30 packages. Brooms are likely to be still scarce and costly during the fall.

Brooms Likely to Be Still Dearer.

BROOMS.—Seemingly broom manufacturers are doomed to disappointment in their desire to offer the dealer and consumer lower prices with the advent

of a new crop of broom corn this fall. A considerable portion of the corn crop in Oklahoma has been damaged it is claimed to such an extent by drought and hot winds that it is beyond recovery. The broom corn market of the entire United States is based on the Oklahoma crop, this state growing about three-fourths of the country's supply. For two years in succession the crop has been short and as a result many broom factories are now closed and will remain so until new corn is available.

Sugar Market is Exceptionally Strong.

Montreal.

SUGAR.—The sugar market could hardly be firmer. It is in fact excited, and refiners in New York are said to be afraid of a shortage of raws. It appears that the British Government drew largely on supplies in British possessions, the Canadian refiners secured Cubas promptly, and the United States refiners coming in a little late have begun a scramble for supplies which has

sent prices sky-rocketing. Raw Cubas were at 6½ in New York at date. Federal was quoted at \$8.40 base in New York, and the opinion of men expert in sugar is that sugar will see \$9.00 or over for extra granulated. Local refiners would have to sell at such prices were they buying raws on to-day's basis. St. Lawrence, and Acadia are withdrawn from the market. Redpath remains lower priced than Atlantic or Dominion which remain in the market, and the position is one of extreme firmness with orders accumulating against powers of production.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated.	8 65
Canada Sugar Refinery, extra granulated.	8 65
Dominion Sugar Co., Ltd., crystal granulated	8 70
Special icing, barrels	8 85
Diamond icing	8 25
Yellow, No. 1	8 15
Yellow, No. 2 (or Golden)	8 05
Yellow, No. 3	8 75
Powdered, barrels	9 25
Paris lumps, barrels	9 35
Paris lumps (boxes), 100 lbs.	9 25
Crystal diamonds, barrels	9 55
Crystal diamonds (boxes 100 lbs.)	9 75
Assorted tea cubes, boxes	9 25
Cut loaf (50-lb. boxes)	9 55
Cut loaf (25-lb. boxes)	9 75

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Show Effects of Shortage.

Montreal.

CANNED GOODS.—There is increasing firmness in the canned goods market, and new crop pack of the seasonable kinds is late. Old pack goods rapidly diminish in quantity. Canned corn is very scarce, but some can still be obtained at \$2.10 a doz. New pack strawberries are scarcer than last year, and at firm prices \$2.90 in heavy syrup, and \$2.87½ for group "B" for Niagara Falls Hygienic Brand \$3.00. U. S. strawberries are scarce and said to be sold out. No canned Golden wax or Refugee beans are as yet available, and though the new strawberries have been packed there are none as yet in wholesalers' store. Some U.S. spinach at \$2.80 for 3's, and \$10.00 for gallons has arrived. French peas in cans, are very scarce, and advanced to \$8.00 a case. Prices are expected from the B.C. Packers re-salmon about the 15 of next month.

Salmon Sockeye—

"Clover Leaf," ½-lb. flats	2 45
1 lb. talls, cases 4 doz., per doz.	3 00

½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 45	1 45
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	2 65	2 65
Red Springs, 1-lb. talls	2 70	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	2 25
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack	2 25	2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 35	1 35
Peas, Early June	1 50	1 50
Beans, golden wax	1 60	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s	2 80	2 80
Do., (U.S.), gallons	10 00	10 00
Corn (on cob, gal. cans, doz.)	8 50	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	2 75
Red cherries, 2s	2 25	2 25
Strawberries, 2s	2 40	2 50
Blueberries, 2s, doz.	1 35	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.	6 00	6 00
Apples (gallon)	3 75	4 00
Peaches, 2s (heavy syrup)	1 75	1 75
Pears, 3s (heavy syrup)	2 45	2 45
Pineapples, 1½s	2 25	2 25
Strawberries (new crop), heavy syrup, 2s	2 90	2 90
Strawberries (new crop), group "B"	2 87½	2 87½

Big Prune Crop May Not Move so Fast.

Montreal.

DRIED FRUITS.—Loose muscatel raisins were quoted half a cent a pound cheaper by some wholesalers this week. The market is still quiet as to dried fruits. There are views voiced that possibly the prune growers' of California may not find the crop so largely absorbed by army orders as had been anticipated, and the fact that possibly domestic consumption may be reduced by the effects of the draft is mentioned. The prune Association have not begun to go after their market seriously as yet. The crop is said to be an immense one. The market for dried peaches and apricots is also in a quiet stage at present. Doubts still exist as to Greek currant supplies, but they may be dispelled as the food value of currants would probably be recognized by the authorities and a big effort made to distribute them where needed. Very little can be expected from Australian currants this season.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	0 13	0 13
Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots—		
Choice, 25's, faced, new crop	0 28	0 28
Nectarines, choice	0 11½	0 11½
Peaches, choice	0 13	0 13
Pears, choice	0 15	0 15

DRIED FRUITS.		Per lb.
Candied Peels (to arrive)—		
Citron	0 32	0 32
Lemon	0 24	0 24
Orange	0 27	0 27

Currants—		Per lb.
Filiatras, fine, loose, new	0 21	0 22
Filiatras, packages, new, lb.	0 21	0 22
(In the present condition of market prices are considered merely nominal.)		

Dates—		Per lb.
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12½	0 12½
Fards, choicest	0 12½	0 12½
Hallowee (loose)	0 13	0 13
Excelsior	0 12	0 12
Anchor	0 09	0 09

Figs—		Per lb.
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	0 11½

1 lb. glove boxes, each	0 12	0 12
Cal. bricks, 8 oz., doz.	0 95	0 95
Cal. bricks, 10 oz., doz.	1 20	1 20
Cal. bricks, 16 oz., doz.	1 40	1 40
Cal. layers, 10 lb., 5 rows, box	1 60	1 60
Cal. fancy, table, 10 lbs.	1 60	1 60
Figs—		
Spanish (new), mats, per mat.	2 40	2 40
Comadore (Portugal), per mat	2 40	2 40
33 lbs.	2 40	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12½	0 12½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	0 11	0 11
Prunes (Oregon)—		
30s	0 13	0 13
40-50s	0 12½	0 12½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown	3 75	3 75
Muscatsels, loose, 2 crown	0 10½	0 10½
Muscatsels, loose, 3-crown, lb.	0 10½	0 11
Muscatsels, 4-crown, lb.	0 11½	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	0 12½	0 12½
Choice seeded, 16 oz. pkgs.	0 12	0 12
Valencias, selected	0 11	0 11
Valencias, 4-crown layers	0 11½	0 11½
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

Nuts Still in Very Firm Market.

Montreal.

NUTS.—The firmness of market which has characterised the nut situation for a considerable time shows no inclination to moderate. In fact the latest news about nuts is that storms in France have damaged the walnut crop which had been reported upon favorably only recently. Filberts are also going to be firmer. They will cost from 17 to 18 cents to import. Walnuts for fall delivery (September to October) from cold storage and fresh cracked goods are being quoted by the wholesale trade at 55 cents a pound for Chabert Halves, and 53 cents a pound for Bordeaux halves. If immediate delivery is taken they cost a cent less. Shelled almonds are costing more this week the advance being a cent a pound. Demand for nuts is still quiet.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	0 70	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16½	0 17
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large	0 40	0 40
Jumbo	0 80	0 80
Pecans (shelled)	0 18½	0 18½
Walnuts (Grenoble)	0 52	0 54
Walnuts (shelled)	0 13	0 16
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1	0 24	0 24
Cocanuts, 100 size, per sack	7 50	7 50

Molasses Market Exceedingly Firm.

Montreal.

MOLASSES AND SYRUPS.—The market for molasses is the firmest known in years. Scarcity is most evident, and there will be greater shortages in the fall and winter as hopes of further supplies are now abandoned for the season, everything in sight on the Island being booked up. Formerly there were chances of surplus quantities at the end

of the season of making, but this year has been different. Prices will probably advance still higher. Corn syrups remain as firm in market as ever, and the shortage of molasses will throw extra demand their way adding to market strength. Until new crop corn is available far on in the winter the firmness is likely to hold, short of some entirely unforeseen interference with the natural course of things.

Prices for Fancy, Choice, Island of Montreal	
Barbadoes Molasses—	
Punchons	0 81
Barrels	0 84
Half barrels	0 86

For outside territories prices range about 3c lower.

Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	6 50
Half barrels, per 100 lbs.	7 00

Rangoon Beans Are Not Prohibited.

Montreal.

BEANS.—Interest in trade circles is still directed on the Rangoon bean. Contrary to an idea which has gained some currency the Canadian Government has never prohibited the importation of these beans, the only existing embargo on them being the same as upon all imported beans, the time necessary for the Government to examine and test them as they arrive, a matter of from twenty-four to forty-eight hours delay. Reassurance regarding the wholesomeness of Rangoon beans as food is found in the fact that they are thus subject to Government test, and still more in the fact that during the past fifteen years of their importation there is no evidence that anyone has ever suffered in the slightest degree from eating them. It should be noted that the testing of beans by the Government is not confined solely to Rangoon Beans, all beans coming into Canada being subject to examination. The public can therefore be assured that any beans coming into Canada have official Government approval. As regards Canadian beans, the Quebec crop promises abundantly, but there are reports of rain damage to a considerable extent in Ontario and in Michigan.

Beans—		Per lb.
Canadian, hand-picked	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 96	8 50
Michigan, 3-lb. pickers	11 00	11 00
Michigan, hand-picked	11 50	11 50
Yellow Eyes, per lb.	0 15	0 15½
Lima, per lb.	0 21	0 21
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb.	0 15½	0 16
South American	5 70	5 70
Peas, white soup, per bush	5 00	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice is Firmer But Irregular.

Montreal.

RICE AND TAPIOCA.—Rice has advanced ten cents a hundred pounds and the market is firm as regards future supplies, but as demand has not been very active of late some wholesalers are stimulating business by selling rice at prices

which show little or no change from those ruling for a considerable time. Rangoon "B" rice however shows the ten cent advance. Amongst lines which are available at unchanged or even slightly easier prices while demand is not urgent are Real Carolina which can be had at from \$9.50 to \$10.00 per hundred pounds, and Texas Carolina which can be had at from \$9.50 to \$9.90 per hundred. It is anticipated that rice prices will respond more fully to the firmer primary market as demand increases, but stocks up to now have been fairly large. Some pearl and seed tapioca was offered this week at 13½ to 14 cents a lb., the price being as a rule a cent firmer.

"Texas" Carolina, per 100 lbs...	9 50	9 90
Patna (fancy)		10 15
Real Carolina, per 100 lbs.....	10 50	11 50
Patna (good)		9 40
Siam, No. 2	7 25	9 15
Siam (fancy)		8 40
Rangoon "B"		7 45
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Coffee Steady and Cocoa Very Quiet.

Montreal.

COFFEE, COCOA.—While little or no alteration can be found in the coffee markets in the main, there have been passing fluctuations as usual in New York, and there are rumors that great quantities of coffee are being steadily transported through from Brazil, while ships are still available on the run. It is thought that the United States Government will take all large ships that can be found before very long for troops and stores, etc., and on this idea is based a prediction heard of probably higher-priced coffee some months hence. Cocoa is quiet, in small demand, but normal for time of year, and no rumors are heard of any forthcoming advance in cocoa.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Still Finds Scarcities.

Montreal.

TEA.—There are varying views on the tea market as to the prospects for supplies in the future. Looking towards the certain needs of the United States for many ships to transport men and materials, some merchants anticipate a serious state of affairs in the tea business towards winter, and are disposed to counsel those short or likely to be short to buy if they can. Others are more optimistic, and figure on a steady trickling in of tea shipments sufficient to supply all needs in Canada from time to time. There will be firmer prices, and some delays, but it is hoped that there will be tea. Japan tea, which is getting into Canada in steady supply (though small) is in fine quality, and at its firmer prices, due to shortage, freights, etc., is

helping the situation to a great extent, since India and Ceylon teas are so uncertain of transportation. Beyond doubt firme rtea prices are still likely to come.

Pekoe, Souchongs, per lb.....	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spices Likely to be Much Firmer.

Montreal.

SPICES.—The scarcity of ships is threatening more and more to affect the spice market. While stocks are fairly good in the United States and Canada at present, the arrivals are so small and irregular that anxiety is developing again as to the outlook. Domestic demand is steady and quite considerable. Peppers are a shade firmer in main markets. Red peppers are unchanged. Pimento is steady. Mace in more active demand, but steady. Nutmegs are steady. Cassias find ship shortages already troublesome. Gingers are in for a shortage, it is expected. The seeds and herbs are all looking towards greater firmness, and cloves are exceedingly scarce and high-priced. Local prices are, however, not altered so far.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk.....		2 00
Caraway, Dutch, nominal.....	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded coconut, in pails.....	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Montreal Tomatoes and Corn Arrive.

Montreal.

FRUITS AND VEGETABLES.—Endive and some of the imported onions are off the market now, but there is abundance of Canadian-grown vegetables coming on the market. Montreal tomatoes have appeared at \$1.75 per box, and the first corn of the season grown on the island has arrived at 25c a dozen. Celery is down to 50c and a dollar, and potatoes are steady at \$6 a barrel. Montreal cabbage at 50c to 75c a dozen is a reduction. Canadian beans at 75c to \$1 are also reduced from last week's quotations, due to abundant supplies. Cucumbers are down to 50c a dozen, and are no longer available in baskets as previously when imported. Watermelon is up a little, 60c to 75c. Apples in baskets are up to \$3.25, and lemons have advanced to \$7.50 a crate, and are likely to go higher, due to demand and scarcity. In a little while the first Montreal melons will be due.

Bananas (fancy large), bunch...	2 75	4 00
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Oranges—

Navels, per box	4 50
Floridas	5 00
Valencia (lates)	4 00
Grape fruit	2 75
Lemons	7 50
Limes, box of 80	1 50
Pineapples, Cuban, crate	4 50
Pineapples (Cuban), 24's, each..	0 75
Watermelons (U.S.), each.....	0 60
Cantaloupes, crates	3 75

Apples (in boxes)—

Winesap	4 00
Ben Davis	4 00
Apples, new, U.S., bkt.	3 75
Cauliflower, per doz. bunches....	1 50
New corn, crate, 5 doz.....	3 00
Celery, Canadian, per doz.	0 50
Onions, Australian, sack 100 lbs.	6 00
Onions, Canadian, new, doz. bun.	0 75
Potatoes (new), bbl.	6 00
Potatoes (sweet), per hamper.....	4 00
Carrots (new), per bunch	0 25
Beets (new), doz. bunches	0 50
Parsnips	2 00
Peas, Canadian, bag	1 00
Turnips (new), per bunch.....	0 35
Turnips (old), bag	3 00
Lettuce, curly, per doz.....	0 10
Lettuce, head, doz.	0 25
Tomatoes, Mississippi Flats	2 00
Tomatoes, Can., per bus. crate..	1 75
Tomatoes, Baltimore twin crates ..	3 25
Horse radish, per lb.	0 25
Cabbage (Montreal), doz.	0 50
Beans, wax, basket (Montreal) 0 75	1 00
Beans, green, basket (Montreal) 0 75	1 00
Peas (new, Montreal), bag	2 00
Leeks, per doz. bunches	2 00
Parsley, doz.	0 25
Mint, doz.	0 50
Watercress, doz.	0 50
Spinach (Canadian), box	0 50
Rhubarb, per doz.	0 25
Eggplant, per crate	6 50
Garlic (Canadian), lb.	0 15
Endive (Canadian), lb.	0 25
Strawberries, per crate 54 quarts ..	4 00
Cucumbers (Montreal), doz.	0 50
California plums, box	2 50
Do., peaches, box	2 00
Do., apricots, box	3 00
Cherries (California) box	3 50
Cherries, Canadian table, bkt.	1 25
Pears, box	4 25
Peppers, crate	4 50

Fish Demand Fell During Hot Spell.

Montreal.

FISH.—Demand for fresh fish has not been so good of late. It is evident that warm weather affects the sale, and the fruit and vegetable season being on, consumers are not eager for fish. Nevertheless, considering these circumstances, demand for fish is fairly good. Supplies from the West Coast are coming in slowly. Salmon fishing out there is now in full swing, and quite a lot of Western salmon are coming East, as our Eastern fishing is practically at an end. Halibut has advanced a little, due to heavy demand, and fishing being not up to the mark. Due to bad weather in the East, the supply of haddock and cod is short at present. Lake fish (if we except dore) is coming along in good quantity. A few lots of dried, salted, and pickled fish are moving with opening prices a trifle above last season's. Trade in bulk oysters, clams, scallops, etc., is very slow. The prices of bulk oysters have advanced 20 per cent. on account of shortage of labor and increase in cost of material for packing.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. Box		1 50
Smoked eels		0 12
Smoked herrings (med.), per box		0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	23 00
Salmon (B.C. Red)	18 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	9 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 35
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	17	18
Haddock, lb.	07	08
Mackerel	10	
Cod steak, fancy, lb.	8	
Salmon, Western	16	
Salmon, Gaspe	22	

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 14	0 15

Smelts, No. 1	0 15
Smelts, No. 1 large	0 20
Oysters—	
Ordinary, gal.	2 00
Malpeque oysters (choice), bbl.	12 00
Malpeque oysters (choice), bbl.	12 00
bbl.	10 00
Cape Cod shell oysters, bbl.	12 00
Clams (med.), per bbl.	8 00

FRESH FISH

Haddock	0 07	0 08
Steak Cod		0 08
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore		0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon		0 20
Gaspe Salmon		0 22
Gaspereaux, each		0 05
Western Halibut	0 18	0 19
Eastern Halibut	0 17	0 18
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch		0 09
Bullheads		0 12
Whitefish	0 14	0 15
Eels		0 10
Brook trout		0 30
Mackerel (large), each		0 20
Mackerel (medium), each		0 18.

ONTARIO MARKETS

TORONTO, Aug. 8.—Perhaps the greatest interest in the grocery markets centred around sugar, as there was a very firm situation in primary points, which worked out toward considerably higher prices in the Canadian market. Butter was in strong market, but there was an easier tendency, temporarily at least, in the egg market, due to the presence of Manitoba eggs on the market. Boiled hams were higher during the week. First new-crop honey reached the local market, and the crop is reported up to that of last year by some producers, while others assert the production will be light. Business was still quiet in grocery lines, as the travelers are still off on their vacation. They will return to their duties next week.

Sugar Reaches New High Level Mark.

Toronto.

SUGAR.—There was a decidedly upward trend in the sugar market during the week, one refiner, Atlantic, having advanced 40c, while Acadia and St. Lawrence Refineries were quoting on same basis of \$9.04, which is an advance of 40c over last week. Dominion Sugar Refinery is quoting at \$8.69, while St. Lawrence at the time of writing were withdrawn from the market. The situation has been caused by the firmness and advancing condition in the primary market, where an advance of ¼c was recorded during the week, making the price 7.27c for raw sugar, duty paid. It is estimated there are only some 350,000 tons still in store at Atlantic ports and to be manufactured in Cuba. Canadian refiners have been shut out of the British West Indies market by the requisitioning of supplies by the British Government, and have accordingly entered the Cuban market for raws in competition with the American refiners. Production on the Island of Cuba up to July 28 had reached 2,834,739 tons, as compared

with 2,918,786 tons last year. One authority on the market estimates the balance of supply is 681,158 tons, but hastens to point out that it must not be overlooked that a large proportion of this is under contract now for shipment to Europe, and part of the balance is conjectural, being dependent upon weather conditions permitting continuation of grinding. Planters are, therefore, loath to offer sugars until they are made. Demand locally for sugar is reported better, due in large measure to the preserving season. Quotations locally are largely nominal as refiners are not looking for business. The situation is characterized as a squeeze on raws based on an actual shortage.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 04
Acadia Sugar Refinery, extra granulated	9 04
Can. Sugar Refinery, extra granulated	8 79
Dom. Sugar Refinery, extra granulated	8 69
Yellow, No. 1	8 64
Special icing, barrel	9 24
Powdered, barrels	9 14
Paris lumps, barrels	9 74
Assorted tea cubes, boxes	9 74

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Sardines and Extracts Go to Higher Levels.

Toronto.

SARDINES, EXTRACTS, METAL POLISH.—In some quarters Mephisto lobsters, ¼'s, were advanced to \$1.95 per dozen, while halves are being quoted to arrive at \$3 per dozen at firm quotations. Brasso metal polish has been reduced in certain quarters to 90c for small size and \$1.80 for medium. Turmeric has been advanced 1c per pound, and is now quoted at 25c. Extracts of various kinds have been advanced 10c per dozen, and are now quoted at 95c. Crossfish sar-

dines have been advanced \$1 per case, now being quoted at \$19.

Fancy Barbadoes Molasses Up 2c.

Toronto.

MOLASSES, SYRUPS.—Higher prices were recorded on fancy Barbadoes molasses during the week, following recent advances announced by the importers, and which were noted in these columns at the time. In barrels this grade of molasses is now quoted at 80c, and in half-barrels at 82c per gallon. The firm situation is due to the inability of importers to get stocks from the producing points on account of scarcity of tonnage. Corn syrups and cane syrups remained unchanged from the quotations of last week.

Corn Syrups—

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	

Cane Syrups—

Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 05½ 0 06
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50

Molasses—

Fancy Barbadoes, gal.	0 80	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs.		0 60
Tins, 2-lb., table grade, case 2 doz.		4 25
Tins, 3-lb., table grade, case 2 doz.		5 65
Tins, 2-lb., baking grade, case 2 doz.		3 00

Intimate Will be Higher Salmon Prices.

Toronto

CANNED GOODS.—Reports from the canning interests in the West are to the effect that the pack will in all probability be lighter than it was four years ago, when the big run was on. Other reports from the West stated that the run of sockeye was heavier this year than it was four years ago. However, there is a scarcity of labor in the West, and it is probable that the two reports are not incompatible, as there may be plenty of fish, but not enough labor to garner it. Cannerymen assert prices are likely to rule high when the opening is announced in the near future. It is expected they will be given to the trade within a week's time.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.		1 80
Apples, gallons, doz.		4 00
Pineapples, 2s	2 45	2 95

Interest in Dried Fruit Not Active.

Toronto.

DRIED FRUIT.—With fresh fruit in full swing on the local market there has been little interest in the dried commodity, as wholesalers find there is little movement at the present time. This condition is one that is to be expected. Some little buying on the part of wholesalers for new-crop prunes has been going on, but purchases are light, being not any more than sufficient to carry over until the end of the present year. There is anticipation that after that time lower prices can be looked for. Locally prices held steady.

Apples, evaporated, per lb.....	0 13½	0 14½
Apricots, choice, 25's, faced.....	0 24	0 26
Candied Peels—		
Lemon	0 25	0 27
Orange		0 27
Citron		0 30
Currants—		
Filiatras, per lb.		0 22
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case		3 60
Dromedary dates, 3 doz. in case		4 50
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.....		0 16
40-50s, per lb., 25's, faced.....		0 15½
50-60s, per lb., 25's, faced.....		0 15
70-80s, per lb., 25's, faced.....	0 13	0 13¾
80-90s, per lb., 25's, unfaced..		0 12½
90-100s, per lb., 25's, faced.....		0 10½
Peaches—		
Standard, 25-lb. box		0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes		0 15
Raisins—		
California bleached, lb.....	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets....	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Heavier Stocks of Java Teas in Market.

Toronto.

TEAS.—With the arrival in the United States and Canada of heavier stocks of Java teas than have ever come to these shores before, it is anticipated there will be easier prices for Indians and Ceylons. It is expected that more blending of the Javas with the Indians and Ceylons will be done, and that the price of the latter will come down as a result. This is an unexpected relief in the tea situation from that anticipated some time ago. One authority on the tea market computes that some 10,000,000 lbs. of Java teas are either now in the United States or on the way, as compared with importations in normal times of a few thousand pounds. The high cost of freight is tending to keep prices firm, but there has been a shading off in price on quotations as a result of the conditions that are here noted. Pekoe Souchongs are quoted 42c to 44c, Pekoes at 44c to 46c, and Broken Orange Pekoes at 50c to 52c per pound.

Ceylons and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52

Javas—
Broken Pekoes 0 38 0 40
These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Peace Rumors Only Factor Affecting Coffee.

Toronto.

COFFEE, COCOA.—About the only factor that causes any flurry in the coffee market these days are the recurrent rumors of a possible peace. The trade, however, is inclined to take such rumors with a grain of salt. Until something more positive develops, there is small chance of much change in the market. As soon as peace seems assured there is every chance that coffee will go to higher levels. Demand for cocoa still keeps good.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Herbs Are Getting In Scarce Market.

Toronto.

SPICES.—Interest in spices at the present time largely revolves around diminishing stocks of herbs, such as savory and sage. They are now reported to be in light supply, and it is anticipated that perhaps some stocks are being held out of the market. The demand for pickling spices has not yet commenced, but is expected to develop within the next two or three weeks. Mean-time trade is somewhat quiet.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's...	0 40	0 40
Do., 80's	0 45	0 50
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Caraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure		0 60
American high test		0 65

Rice Demand is Keeping Up Well.

Toronto.

RICE, TAPIOCA.—The market for rice held steady during the week, there being no disposition to advance prices in conformity with the recent advance of 10c per hundred in freight rates from the West Coast. The mills in the South-Western United States are sounding a pessimistic note with respect to the prospects for the new crop, as the continued drouth in that quarter is stated to have caused the streams to be salty and prevented proper irrigation. There is a

good demand reported for rice, as it is a popular warm weather diet.

Toronto.

Texas, fancy, per 100 lbs.....	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs....		0 12
Siam, fancy, per 100 lbs.....	7 50	8 00
Siam, second, per 100 lbs.....	7 00	8 00
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	7 50	8 00
Chinese, per 100 lbs.....	7 75	8 00
Tapioca, per lb.	0 12½	0 14½

Soda Fountain Demand For Nuts Still Keeps Up.

Toronto.

NUTS.—The most activity in nuts is coming from the soda fountain trade for walnut halves, as the warm weather recently was conducive to good sales at those cooling ports of call. Other nuts were in steady market, with very little interest being manifested. New crop prices are expected to be announced in the near future, although some sales have been made on a speculative basis.

In the Shell—

Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 45	0 48
Walnuts, lb.	0 52	0 60
Walnuts, California		
Peanuts, lb.	0 17	0 18

Beans Are in Very Slow Market at Present.

Toronto.

BEANS.—There is practically no interest in the bean market so far as Ontarios and Rangoons and other white varieties are concerned. Weather throughout the country has been very favorable to their growth in different parts of Ontario, and it is expected the yield may turn out fairly well, although it is early yet to get any definite information. New crop lima beans are quoted to arrive at lower prices than those prevailing. These are expected to reach the local market within a month or six weeks.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush..	10 00	10 50
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel		9 60
Japanese, per bush.		9 00
Limas, per pound	0 17	0 20

Free Movement of Package Cereals.

Toronto.

PACKAGE GOODS.—There is a free movement of package cereals reported, consumers apparently not letting up in their demand on these goods. There is a particularly heavy demand for shredded wheat. Kellogg's Krumbles have been advanced to \$3.20 per case, otherwise there were no changes in this market to record during the week. Laundry starches and corn starches also remained in stationary market.

Cornflakes, per case	3 30	3 40
Rollod oats, round, family size, 20s	4 80	5 00
Rollod oats, round, regular 18s,		
case		1 75
Rollod oats, square, 20s.....	4 80	5 00
Shredded wheat, case		4 00

Cornstarch, No. 1, pound cartons	0 12
No. 2, pound cartons	0 11
Starch, in 1-lb. cartons	0 12
Do., in 6-lb. tins	0 13½
Do., in 6-lb. papers	0 09½

Food Controller

Sets Price for Fish.

Toronto.

FISH.—The Food Controller has established a retail selling price of 10c per pound on cod and haddock, and has made provision that a shipment of these types of fish shall be sent through from Montreal by refrigerator car instead of coming by express car, as they have done in the past. The codfish that was in this first shipment of some six tons was what is known as market cod, the difference being that it has the heads on. Steak cod, that has heretofore been brought into this market has been devoid of head and the purchase accordingly comprised less weight. Steak cod continues to be quoted at 9c, but market cod is quoted at 7c per pound. Haddock is quoted at 7c per pound. Wholesale fish men in some instances are inclined to criticize the action because of the reduced margin of profit which they are allowed, and point out that the price to the fisherman has been increased. Trout was scarce during the week, but whitefish was plentiful. Salmon was in very limited supply.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipper herring, per box		1 50
Digby herring, bundle 5 boxes		1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	2 50
Salt mackerel, kits 15 lbs.	2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.....	0 19
Halibut, frozen	0 19
Salmon, Restigouche, lb.....	0 19
Do., B.C., red spring	0 19
Haddock, fancy, express, lb.....	0 07
Herrings, frozen	0 06 1/2
Steak cod, fancy, express, lb....	0 09
Cod, market, heads on, lb.....	0 07
Mackerel, lb.	0 10
Flounders, lb.	0 09
	0 10

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.		0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibees, fresh, lb.	0 09	0 10

Ontario Potatoes

Now Selling Lower.

Toronto.

VEGETABLES.—Ontario potatoes in baskets are reaching the market in larger quantities, and prices were lower by 10c to 15c per 11-quart basket. They were quoted at 50c per basket, with the anticipation that they would be lower before the week was out. Southern potatoes in barrels held steady in price during the week. Peas were also lower, and peppers were down. Canadian tomatoes were in the market in larger quantities, and were quoted from \$1.25 to \$1.50 for No. 1, 11-quart. Canadian cucumbers were quoted at 40c to 50c per 11-quart basket, being a decline of about 50 per cent. Canadian cabbage was in good supply, and was quoted at \$1 per case. Texas onions were easier at \$2 per case.

Beets, 11-qt. basket	0 25
Do., 6-qt.	0 15
Beans, green, string, 11-qt.	0 40

Do., golden wax, 11-qt.	0 40
Cucumbers, Can., hothouse, 11-qt. basket	0 40	0 50
Cabbage, Canadian, case	1 00
Carrots, new, doz. bunches	0 25
Celery, Mich., doz.	0 50
Lettuce leaf, doz. bunches	0 15	0 20
Canadian head lettuce, doz.	0 50
Mushrooms, lb.	0 75

Onions—

Texas, 50-lb. box		2 00
Green, per doz. bunches	0 20	0 25
Spanish, crates		4 50
Do., half crates		2 50
Do., quarter crates		1 25

Potatoes—

New, barrel	5 00	5 50
New, Ontario, 11-qt.	0 40	0 50
Peas, Canadian, 11-qt. bkt.	0 25	0 35
Green peppers, basket	0 90	1 00

Tomatoes—

11-qt., No. 1	1 25	1 50
11-qt., No. 2	0 65	1 00
6-qt., No. 1		0 75
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25

Canadian Plums

Now in Market.

Toronto.

FRUIT.—Some of the first Ontario plums to reach the local market came in during the week, early June variety, 6-quart lino baskets, being quoted at 75c to 85c per basket, and Burbank green plums in 6-quart lino at 65c, with 11-quart at \$1.25 to \$1.35. Apples in hampers were higher, being quoted at \$2.75 to \$3. Bananas were also in firm market, with prices ranging from \$2.50 to \$3.50 per bunch. Cantaloupes, 45's, were quoted up at \$5.75, and flats at \$2.40. Blueberries were more plentiful, and

were quoted at \$1 to \$1.50 per 11-quart. Cherries were a trifle firmer at \$1 to \$1.25 per 11-quart basket. Valencia oranges were higher at \$4 to \$4.50 per case. Lemons made an advance of \$1 per case. In the New York market there was a panicky condition while the hot weather prevailed, and prices went as high as \$13 per case for Californias. Strawberries are out of the market entirely. Raspberries are in declining production, and prices are on the upward trend, being quoted from 15c to 17c per quart. Fruit supplies during the first part of the week were not heavy enough to take care of the demand.

Apples—

Hampers, American	2 75	3 00
Bananas, yellow, bunch	2 50	3 50
Cantaloupes, 45s, case		5 75
Do., 12-15s, case		2 40

Currants—

Black, 11-qt.	1 75	2 00
Black, 6-qt.	0 85	1 00
Red, 11-qt.		0 75
Red, 6-qt.	0 40	0 50
Blueberries, 11-qt.	1 00	1 50

Cherries—

Montmorencies, 11-qt.	1 00	1 25
Montmorencies, 6-qt.		0 50

Oranges—

Cal. late Valencias	4 00	4 50
Grapefruit, Floridas, case	3 50	4 00
Gooseberries, Can., qt.		
Do., 11-qt. bkt.		
Do., 11-qt., large	1 00	1 25
Lemons, Cal., case	7 50	8 00
Do., Verdillies, case	7 50	8 00
Peaches, Texas, Arkansas, bush.	4 25	5 00
Do., Ont., 6-qt.	0 50	0 60
Pears, Cal. Bartlett, box	3 25	3 50
Plums, Climax, Tragedy, box	2 00	2 50
Rhubarb, doz. bunches	0 20	0 30
Raspberries, red, qt.	0 15	0 17
Do., black, qt.	0 15	0 16
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, August 8.—Probably the most important market change of the week was an advance in the price of sugar. Sugar went up twice inside of one week, bringing the price for standard granulated to \$9.40. One refinery is out of the market. Sugar has reached the highest point within recollection, being 15c above the last record price.

Cane syrup has been coming on the market at old quotations, but it is more than likely that ere long, quotations will take a jump, as cane is selling away below what is being quoted for corn syrup. The latter it would seem, could go no higher, and yet the corn market warrants an advance.

While hogs have been steadily advancing for the past ten days, both pure and compound lard has been declining, the former 1½c, and the latter 1c. There is no change in Crisco, which is quoted today, all sizes, in single case lots, \$9.90 per case. Kellogg's cornflakes, which were withdrawn from the market last week, have advanced 20c per case. Starch and syrup markets are very firm. Another advance has gone into effect on bran and shorts, which are quoted \$35 and \$39 respectively.

Record Sugar Prices Quoted \$9.40 Winnipeg.

Winnipeg.

SUGAR.—The market is up to a basis of \$9.40 on standard granulated, two advances have taken place last week. It will be remembered that Atlantic and St. Lawrence refineries led the way, and Redpath sugar was selling considerably lower. With the raw sugar market away up, it was felt that Redpaths would not be long in bringing their price up, which they did on Friday, August 3, which raised their price above the others. Immediately Atlantic advanced theirs another 15c, bringing their quotation to the same level. This was followed by a further advance of 25c bringing it to \$8.90. The St. Lawrence people announced that they had withdrawn from the market temporarily. It is understood that some refineries are oversold, and probably some are running short of raws. There is a keen demand for refined here, and it is expected that even higher prices will be seen. This is the highest point touched by sugar within the recollection of the trade here. The last highest point was 8.50 Montreal, whereas the basis to-day is 8.65 Montreal.

Corn Syrup Very High. Cane Syrup May Go Up.

Winnipeg.

SYRUPS.—There has been no advance in corn syrup since our report of a week ago, but the market is apparently still very firm. Jobbers are unable to see how it can go any higher, but that is the way they felt a week ago, just before the market advanced 55c per case. This is not the season for syrup, and dealers are buying only as they require. There has been no change in the price of cane syrup, but an early advance is predicted:

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	5 28
5-lb. tins, 1 doz. case, per case.....	5 68
10-lb. tins, ½ doz. case, per case.....	6 41
20-lb. tins, ¼ doz. case, per case.....	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case.....	5 78
5-lb. tins, 1 doz. case, per case.....	6 18
10-lb. tins, ½ doz. case, per case.....	5 91
20-lb. tins, ¼ doz. case, per case.....	5 92
Barbadoes Molasses—	
In half barrels, per gal.....	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50
ROGERS SYRUP.	
24 by 2 lbs. tins, case	4 10
12 by 5 lb. tins, case	4 70
6 by 10 lbs. tins, case	4 40
3 by 20 lbs. tins, case	4 25
12 by 3 lb., quart sealers	3 40

Easy Prune Market. Raisin Advance Likely.

Winnipeg.

DRIED FRUITS.—The weakness of the California prune market is causing some uneasiness in cases where jobbers bought very heavily. There does not appear yet to have been any decline locally, but it is possible there will be a gradual easing off. The outlook for evaporated apples is said to be very unfavorable, as the apple crop in Ontario is undoubtedly small. Prices have opened higher. A local house warns its customers that bulk and package raisins are due for another advance. The following prices are quoted on prunes this week:

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.....	0 10½
80-90s, 25-lb. boxes, per lb.....	0 11
50-60s, 25-lb. boxes, per lb.....	0 12½
40-50s, 25-lb. boxes, per lb.....	0 13½
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb....	0 08
90-100s, 25-lb. boxes, per lb.....	0 09½
80-90s, 25-lb. boxes, per lb.....	0 10
40-50s, 25-lb. boxes, per lb.....	0 12½
Dried Fruits—	
Apples, evap., 50-lb. boxes, lb..	0 13¾
Apples, 25-lb. boxes	0 14½
Apples, 3-lb. cartons, each.....	0 46
Pears, choice, 25's	0 15½
Peaches—	
Choice, 25-lb. boxes	0 11¼
Choice, 10-lb. boxes	0 12
Currants—	
Fresh cleaned, half cases.	
Australian, lb.	0 19½
Dates—	
Halloweys, 68-lb. boxes.....	0 13
Fards, box, 12 lbs.....	2 05
Raisins, California—	
16 oz. fancy, seeded	0 12
16 oz. choice, seeded	0 11½
12 oz. fancy, seeded	0 09¾
12 oz. choice, seeded	0 09¼
Raisins, Muscatels—	
3 crown, loose, 25's	0 11
3 crown, loose, 50's	0 10¾
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes.....	0 09¾
3 crown, loose, 10-lb. boxes.....	0 10¼
Figs—	
Mediterranean, 33-lb. mats	0 07¼

Peels—

Orange, lb., 7-lb. boxes.....	0 22½
Lemon, lb., 7-lb. boxes	0 21¼
Citron, lb., 7-lb. boxes	0 25

No Change in Local Bean Quotations.

Winnipeg.

DRIED VEGETABLES.—At present there is no indication locally of an easier market on white beans. Prices quoted by jobbers are as high as they have been this year. Very few houses have any to offer. They are realizing around 7.50 per bushel. There has been considerable easing off in Lima beans, which can now be bought around 17¼c. There is no relief in the market on peas, splits selling as high as \$11.25 per 98 lb. sacks, and \$5.68 for 49 lb. sacks. Dry white blue-green peas are selling at \$5.65 per bushel, 56 lbs.

White beans, bush.....	7 50
California Lima Beans—	
80-lb. sacks	0 17¼
Peas—	
Split peas, sack, 98 lbs.....	9 50 11 50
Whole green peas, bush.....	5 50 5 65
Whole yellow, bushel	3 75

Quotations Steady on Pickling Spices.

Winnipeg.

SPICES.—With the pickling season coming on, demand will be heavy for spices. Quotations are about the same as they have been for five or six weeks past. The following are prices being quoted in this market:

Ground allspice, pkts., per doz.....	0 60
Ground cassia, pkts., per doz.....	0 80
Ground cloves, pkts., per doz.....	0 80
Ground ginger, pkts., per doz.....	0 80
Ground mace, 1½-oz., per doz.....	1 10
Ground nutmeg, pkts., per doz.....	0 60
Pastry spice, pkts., per doz.....	0 75
Black pepper, pkts., per doz.....	0 85
Cayenne pepper, pkts., per doz.....	1 00
White papper, pkts., per doz.....	0 95
Turmeric, pkts., per doz.....	0 80
Whole mixed pickling spice, 4-oz. pkts., per doz.....	0 75
Whole nutmegs, 5c pkts., per doz.....	0 42

New Lobsters Lower. Pumpkins 3's, 2 doz., \$3.75.

Winnipeg.

CANNED GOODS.—The demand for canned vegetables continues very good. Stocks in jobbers' hands are rapidly moving out, and will most likely be cleaned out before new pack arrives. While reports from Eastern Canada have not been good regarding crops on account of the weather, conditions have no doubt since improved. As we stated last week, strawberries and cherries have opened up very high, and jobbers are today quoting \$5.85 on strawberries, which is almost \$1.00 higher than last year, and \$5.15 on new red pitted cherries. Orders have been booked on new pack blue berries for delivery towards end of this month, at \$3.05 for 2's and \$3.65 for gallons. The following prices are being quoted on pumpkins; canned pumpkins 3's 2 doz. to case, \$3.75, ditto 2½'s solid pack, \$3.85. New pack lobsters have arrived, and prices are much lower than old stock. The following are some canned fish prices:

Golden finnan haddies 1s, 4 doz. case....	9 00
Connor's kippered herrings, 1s, 4 doz. case	7 50
Connor's herrings in tomato, 1s, 4 doz. cs.	7 50
Lobsters—	
New pack, Loggie's Eagle, ¼s, doz....	1 90
New pack, Loggie's Eagle, ½s, doz....	3 00
New pack, Lettuce Brand, ¼s, doz.....	1 75
New pack, Lettuce Brand, ½s, doz.....	2 85

Advance in Effect on Package Teas.

Winnipeg.

TEA.—The situation continues to be acute in Western Canada, and tea packers continue to announce advances. One house announced an advance this week on one of their lines, and withdrew an other line altogether.

Better Grade Salmon to Open About the Same.

Winnipeg.

CANNED SALMON.—Latest information from the Coast is that new pack goods are likely to open much higher than last year, for low grade goods, with the percentage of advance declining towards the higher qualities. It is not expected that the better grade salmon will be much higher than it was last year.

Broilers in, 30c lb. Big Demand for Fish.

Winnipeg.

FISH AND POULTRY.—Broilers have arrived on the market at last, and have opened up at 30c per lb. If the supply this week is not any greater than last week, there is not likely to be a decline. Only two shipments arrived, but what came in were of first class quality. There is no change in the fish market. Everything is plentiful, and there has been a very big demand which can be attributed no doubt to the cool weather of the past week.

Whitefish	0 11	0 12
Salmon, frozen	0 15
Salmon, fresh	0 19
Halibut, fresh	0 15
Cod	0 12	0 12½
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½
Poultry—	
Broilers, lb.	0 30

Blueberries Cheaper. Apricots Rather Scarce.

Winnipeg.

FRUITS AND VEGETABLES.—The newest lines on the market are blueberries and preserving apricots. The latter are quoted at \$1.75, and are said to be very scarce, and not likely to come much below that figure. Blueberries are bringing 2.25 for baskets of 14 lbs. but have not been arriving very plentifully on account of the wet weather. They are expected to be cheaper and more plentiful this week. Beyond these two lines nothing very new is expected this week in the way of new fruits. Red currants are finished. New potatoes have dropped to \$2.00 per bushel, but before long it is

(Continued on page 45.)

FLOUR AND CEREALS

Flour Steady, But Feeds Very Scarce

Montreal.

FLOUR AND FEEDS.—While the market for flour is fairly busy as regards demand, prices have not shown any further firmness, and indeed the expectation was more towards a falling off as new crop wheat draws nearer. Prospects of Government control of flour prices prevent much vitality of market developing at present, and until this is settled there will be merely ordinary business, buying being done for legitimate needs, and from hand-to-mouth to a great extent. Just at present the strength of the market is mainly concentrated upon feeds. At the present time bran and standard middlings are worth \$42.00 and \$52.00 per ton respectively in Boston, whereas here the current prices are \$35.00 and \$40.00. There is not any duty, and at the present time the freight rate is less than \$2.00 per ton. Consequently it is fairly evident that Canadian prices on feeds are likely to advance in the near future in line with the U.S. markets. The efforts of the millers at present are to dispose of feeds in smallest possible proportion to flour in mixed car lots as the shortage of feeds is really acute. Estimates made at the end of July show a condition of stock of feed quite unprecedented at this time of year, and due in large measure to prolonged demand for feeds throughout the summer. Winter wheat conditions are unchanged from last week.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 00	13 20
Second patents	12 50	12 70
Strong bakers	12 30	12 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90%, in wood	12 25	12 35
90%, in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 90

Cereals Steadily Firm in Prices.

Montreal.

CEREALS.—The market for the cereals continues steady and very firm as to the corn products. The wheat based cereals are unchanged this week. Rolled oats continue in good demand, and in firm market. Prices of rolled oats from the millers are lower than those quoted below which are from wholesalers to retail. In car-load lots rolled oats would be obtainable at \$4.65 per 90 lb. bag. The package cereals have been in fairly good summer demand, and firm market. The

shortage of corn is bound to affect cornmeal making this probably a good deal higher priced before long.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	7 00	7 25
Cornmeal, yellow, 98 lbs.		6 25
Graham flour, 98 lbs.		6 25
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	5 00	5 25
Whole wheat flour, 98 lbs.		6 25
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		6 50

Flour Export Keeps Up Well

Toronto.

FLOUR.—There was a continued good demand for flour in the United States, due to the fact that wheat was recently selling in Canada on a lower basis than in the United States. This was occasioned by the establishment of a maximum price at which Canadian grain could sell. With the prohibition of the export of grain, and at the same time permitting flour to be exported, the demand has naturally come to Canadian millers for the finished product. There has also been a heavy demand for mill feeds from the same source. Prices on flour remained unchanged locally at the figures of last week. Conditions in the West have not been of the most favorable sort, while scattered rains came in some parts, they were almost too late to be of much benefit. Harvesting is expected to be general throughout Ontario next week, but many parts have been cutting this week. The grain has developed very fast, due to the extremely warm weather of last week.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 90	\$13 10
Second patents	12 40	12 60
Strong bakers	12 20	12 40
Ontario Winter Wheat Flour—		
High patents	12.00-12.20	12.20-12.40
Second patents	11.60-11.80	11.80-12.00

Yellow Cornmeal Goes Up 45c. Bag.

Toronto.

CEREALS.—The greatest activity was manifested in yellow cornmeal during the week, prices having advanced 45c per bag. Demand for this commodity has been good. Rolled oats are also in strong market, though no change has taken place. Some millers report that supplies of corn are in sight, and that those who have been withdrawn from the market expect to be quoting again in the near future. Corn flour also showed a higher tendency during the week.

Yellow split peas were quoted 25c per bag higher from the low level.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	7 50
Barley, pot, 98 lbs.	5 00	5 50
Buckwheat flour, 98 lbs.....	5 75	6 50
Corn flour, 98 lbs.	6 25	6 75
Cornmeal, yellow, 98 lbs.	5 95	6 25
Farina, 98 lbs.	6 45	6 50
Graham flour, 98 lbs.	6 00	6 25
Hominy, grits, 98 lbs.	6 95
Hominy, pearl, 98 lbs.	6 95
Oatmeal, 98 lbs.	5 25	5 60
Rolled oats, 90-lb. bags	4 60	4 70
Rolled wheat, 100-lb. bbls.....	6 50	6 75
Wheatlets, 98 lbs.	6 45	6 50
Peas, yellow, split, 98 lbs.....	10 25	10 50
Blue Peas, lb.	0 10	0 12

Above prices give the range of quotation to the retail trade.

Big Demand for Feeds And Prices Go Higher.

Toronto.

MILL FEEDS.—The exceptionally heavy demand for mill feeds of all kinds continues from the United States, and the local demand on shorts and middlings is also very heavy. With these conditions combined, some of the mills found the demand so great that it was necessary to increase their price. In some instances bran was quoted as high as \$39 per ton and shorts at \$44 per ton. The lower range on prices of last week still holds in the majority of cases.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35-\$39	\$37-\$41
Shorts	40-44	42-46
Special middlings	50	52
Feed flour, per bag		3.05-3.20

Feeds Advancing; Bran, \$35, Shorts, \$39.

Winnipeg.

FLOUR AND FEEDS.—The early part of this week first patents were still quoted at \$12. Wheat has been holding around \$2.40, and will likely do so until all the 1916 crop is cleaned up. Domestic flour business is quiet, but stocks are still very low in the country, and millers are looking for the usual amount of business for August. There is considerable demand for export, and Imperial Government buyers are also in the market. Rolled Oats—All mills seem to be oversold, and are turning down orders every day. Feeds—Higher prices went into effect last week on bran and shorts, being now \$35 and \$39 respectively. This advance was brought about by heavy demand for both domestic and export business. Price of feeds will likely go higher as soon as pastures become exhausted, which will probably be in August unless we get unusually wet weather.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90

Cereals—		
Rolled oats, 80's.....	4	00
Rolled oats, pkgs., family size.....	4	75
Cornmeal, 98's.....	6	00
Oatmeal, 98's.....	4	75
Feeds—		
Bran, per ton.....	35	00
Shorts, per ton.....	39	00
Mixed chop, ton.....	54	00

WEEKLY MARKET REPORTS

(Continued from page 43.)

expected that potatoes grown by people anxious to help along production by planting corner lots and gardens, will cause the price of potatoes to drop at least to 70c per bshl. Important changes this week are:—cucumbers are up to \$5.00 per bshl.; carrots are down to \$3.50 bag; turnips \$2.75 bag; cabbage 2c per lb.; oranges are down to \$5.00 case; lemons up to \$9.00 per case; bananas down to 5c lb.; canteloups, standard, up to \$6.75 case; peas down to \$3.75 per crate. Cherries and raspberries are off the market.

Cucumbers, bushel.....	5	00
Beans, cream.....	2	50
Potatoes, new, B.C.....	2	00
Carrots, new, bag.....	3	50
Turnips, new, bag.....	2	75
Cabbage, Cal., lb.....	0	02
Lettuce, leaf, doz.....	0	15
Imported mushrooms.....	1	00
Paraley, home grown.....	0	40
Peas, green, lb.....	0	15
Tomatoes, Tennessee, case.....	2	00
Fruits—		
Blueberries, basket, 14 lbs.....	2	00
Oranges, Valencias.....	5	00
Lemons.....	9	00
Bananas, lb.....	0	05
Watermelons, doz.....	8	00
Cantaloups, flats.....	2	25
Cantaloups, standard, 45 to case.....	6	75
Apricots, Washington.....	1	00
Pears, Cal., crate.....	3	75
Plums, crate.....	2	50
Peaches, crate.....	2	00
Gooseberries, 24 pints.....	2	25

RECKLESS STOCK CARRYING

(Continued from page 32.)

staple in character; but, not knowing how near my friend is to sources of supply, I cannot advise whether he ought to turn that line once, or three times, or oftener each year.

Mighty close and unremitting watchfulness of each department is the one means of ascertaining whether it is moving in the right ratio for your environment or not. Let me sketch a system for helping this thing along next week.

Stop Buying Much and Clean Up

By all means you have the right idea about "any old price." Naturally the thing to do is stop buying and realize. Naturally, too, you will realize the best prices possible. This course seems wise for several reasons. First, you have a profit in practically every item you have carried more than sixty to ninety days; and it is pretty good business to realize on a sure profit. Second, even though markets may advance further, even much further in some lines, the tendency on the whole is apt to be rather steady; and then the likelihood is that there will occur declines here and there. So it should seem to be the part of conservative business to buy henceforth from hand-to-mouth. In this way you will realize steadily, if more moderately, on further enhancements; and you will

not have to sustain much of the shrinkage. Meantime, as I have said recently, conditions favor the clean-up on erstwhile dead stock without loss, perhaps with some gain, and if present conditions are not utilized to this end until after the tide turns that stock is liable to sink back into a losing proposition.

There is so much more to your letter that I must write more next week.

INDUSTRIAL ALCOHOL FROM POTATOES

There is a growing agitation afoot in Britain, the United States, and other belligerent countries, to commandeer the supply of gasoline for war purposes owing to its scarcity. The wholesale tie-up of privately owned automobiles which would result, is unnecessary in a country which is highly productive of potatoes, for potatoes are an economical source of industrial alcohol—as the Germans have found out. Years ago the Huns discovered the wonderful possibilities of alcohol for commercial purposes and as far back as 1891 their Government freed industrial alcohol from taxation with the result that they soon had the largest industrial alcohol trade in the world. At the present time some 6,000 farms in Germany owe their existence to potato distilleries.

An English journal states that one acre of potatoes will yield 300 gallons of alcohol, and it urges the British Government to encourage the production of potato alcohol. In this country normal times sees a danger of over-production of potatoes which would be wasted, but which could be converted into industrial alcohol if potato distilleries were established.

BURMO BEANS BARRED

Customs authorities at Ottawa have notified officials at Fredericton, N.B., to prevent delivery of Burma or Rangoon beans coming through from the Orient. They are warned to hold such shipments until further advice is received. The beans are easily distinguishable because of their yellow color and peculiar veining, and they are considered dangerous on account of the prussic acid they contain. The authorities state that the beans are neither good for planting nor are they fit for human food, since they yield hydrocyanic acid in quantities which might be dangerous to health.

THE WHEAT CROP.

According to official Washington estimates, the wheat crop in the United States will be at least 150,000,000 bushels less than that harvested in the banner year. Reports from our own Canadian West, from Winnipeg and Regina, also tell of serious injury to growing grain in considerable areas. In Ontario, fall wheat suffered damage in the early spring, while in Europe the elements of internal trouble and other difficulties will probably result in a total wheat yield in Europe smaller than that of any recent year.

With such prospects, a bread shortage in 1918 cannot well be avoided, and with such an outlook, the call for more wheat should be sounded loud and long. The Province should aid with the assistance of Government tractors to sow all the available land to fall wheat. Every acre from which the hay crop has been removed, and not absolutely necessary for meadow next year, should be made ready for fall seeding. Under such urging, much can be accomplished in the next six weeks.

JOHN McEWAN RETIRES AFTER LONG BUSINESS CAREER

John McEwan who for the past forty years has been directing the affairs of McMeekin and Company, of London, England, has severed his connection with the firm because his health was not equal to the demands that the activities of the business made upon it. He will live in future at Carisbrooke, Enfield, England.

CHANCE TO EXPAND.

According to a Birmingham grain merchant, the present is an opportunity to increase the sale of Canadian shredded wheat in the United Kingdom. Before the war, the United States supplied \$25,000 worth, and Canada \$130,000 of shredded wheat out of the total of \$155,000 worth imported. In 1915, the United States supplied \$102,000 worth, while receipts from Canada fell to \$15,000.

GLYCERINE FROM SUGAR

A new process has been discovered for the manufacture of glycerine from sugar which, in addition, will reduce to slightly more than one-fourth the present cost, which is a heavy factor in the manufacturing of explosives. Glycerine is at present manufactured almost entirely from fats at a cost of ninety cents a pound, which is six times its cost of production before the war. Extraction of the product from sugar will ensure productions at 25 cents a pound or less, say officials.

LOBSTERS STATISTICS FROM YARMOUTH DISTRICT

During the season of 1916-17 there were 44,101 hundredweight of lobsters, valued at \$537,300, caught in the Yarmouth district. Of this total 14,085 cases were canned and 18,201 hundredweight were shipped in shells to the United States and other parts of Canada. The average price was \$12.18 per hundredweight. During the 1915-16 season the catch was 60,754 hundred weight, which was valued at \$614,946. This average price during that season was \$10.12 per hundredweight.

In spite of the fact that lobsters were scarce, the past season was fairly successful, owing to the good price brought by live lobsters.

The prospects for next season are not bright owing to the likelihood of the British embargo being continued and the scarcity of tin for canning the lobsters

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Aug. 7.—Wholesale business, which was greatly tied up by long-shoremen's strike, has been going rush this week. Many daily shipments for the north are being rushed through as well as goods, help being brought in. July has been a big month, despite the strike holding up trade last week. Fruit dealers' business was hurt somewhat by the rise in sugar. The raspberry season has been a failure as regards domestic trade, but the jam factories have absorbed the surplus. New season preserves are already on the market. Potatoes are becoming normal, helped by the fact that farmers, now through haying, are crowding the market by digging up fall potatoes to get the advantage of the high prices. Eggs are firm, though there is a prospect of an advance to 48c. Butter is easy, with plenty of supplies, mostly Alberta.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 50
Flour, first patents, Manitoba, per per bbl., in car lots	12 50
Salmon, Sockeye, 1-lb. talls, per case 4 doz.
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 12½
Beans, B.C., white	0 16
Potatoes, new, per lb.	0 02½
Potatoes, per ton	40 00 95 00
Lard, pure, in 400-lb. tierces, lb.	0 26½
Butter, fresh made creamery, lb.	0 42
Eggs, new-laid, incartons, doz.	0 42
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Aug. 7.—Sugar advanced 25c to \$10.15 per 100 lbs. Further advances appear likely. Rogers syrup is up 20c per case. Advances on cornmeal and corn syrups are expected. Wagstaff's raspberry and black currant jams are again up 2c per pail. The new season's pack lobster is now here. Quarters are \$1.95 to \$2.15; halves are \$3.15 to \$3.25. Hams are down a cent a pound. Eggs are advancing being \$10 to \$11 per case. Gallon apples are \$2.65 to \$2.85 per case. Small white beans are 13c to 15c per pound. Tapioca is 13c per pound. Corn is from \$3.90 to \$4 per case. Lemons have advanced again, and are now \$10 per case.

CALGARY:

Beans, small white, Japan, lb.	0 13	0 15
Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s	4 50	
Rice, Siam, cwt.	5 65	
Tapioca, lb.	0 13	
Sago, lb.	0 12	
Sugar, pure cane, granulated, cwt.	10 15	
Cheese, No. 1 Ontario, large.	0 24½	0 25
Butter, creamery, lb.	0 40	
Do., dairy, lb.	0 27	
Lard, pure, 3s, per case	16 80	
Eggs, new laid, case	10 00	11 00
Tomatoes, 2½s, standard case.	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case	2 95	
Apples, gals., Ontario, case.	2 65	2 85
Strawberries, 2s, Ontario, case.	5 50	5 85
Raspberries, 2s, Ontario, case.	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75	
Lemons, case	10 00	
Salmon, pink, tall, case.	7 25	

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Aug. 7.—Sugar showed an advance of 30c per hundred during the week, and is now quoted at \$8.90 to \$8.95 for extra granulated, \$8.40 to \$8.45 for No. 1 yellow; Paris lumps, \$10.15 to \$10.25. Case eggs are firmer at 32c to 34c per dozen. Pure lard registered a slight advance, being quoted at 28½c to 29c per pound. American clear pork has again advanced, and is now quoted at \$53 to \$56. Fresh strawberries are now off the market, while the canned product has dropped to \$5 and \$5.25. Hot weather has forced up the price of lemons during a time when transportation difficulties are retarding shipments. Messina lemons are quoted at \$8 to \$9 per case, and California lemons at \$10. California pears are lower at \$3.75 to \$4, but plums are higher at \$2.75 to \$3.50. Old crop native potatoes are scarce at \$7 per barrel. New American potatoes are selling at \$5.70 to \$6. Texas onions are quoted from \$2 to \$2.25 per case. Bermuda onions are off the market. Ontario tomatoes are now coming into the market, and are quoted at \$1.75 per basket. Cucumbers have declined, and are selling at 30c to 40c per dozen.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	13 90
Ontario	13 35
Cornmeal, gran., bbls.	13 50
Cornmeal, ordinary, bags	4 20
Molasses, extra fancy, gal.	0 72 0 73
Rolled oats, bbl.	10 00
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 75 8 80
Rice, Siam, cwt.	7 50 8 00
Sago and tapioca, lb.	0 13½ 0 14
Sugar—	
Standard granulated	8 90 8 95
No. 1 yellow	8 40 8 45

Paris lumps	10 15	10 25
Cheese, N.B., twins	0 22½	0 23
Eggs, new-laid	0 34	0 38
Eggs, case	0 32	0 34
Breakfast bacon	0 33	0 35
Butter, dairy, per lb.	0 34	0 36
Butter, tub	0 32	0 34
Lard, pure, lb.	0 28½	0 29½
Lard, compound	0 21¼	0 21½
American clear pork	53 00	56 00
Beef, corned, 1s	4 25	
Tomatoes, 3s, standard, case.	4 70	
Raspberries, 2s, Ont., case	5 40	
Peaches, 2s, Ontario, case.	4 30	
Corn, 2s, standard case	3 80	
Peas, 2s, standard case	2 80	
Apples, gals., N.B., doz.	3 50	
Strawberries, 2s, Ont., case.	5 00	5 25
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box	8 00	9 00
Lemons, Cal., box	10 00	
Oranges, Cal., box	4 50	5 50
Pears, Cal.	3 75	4 00
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 75	3 50
Grapefruit, per case	6 00	7 00
Potatoes—		
Old native, barrel	7 00	
New, native, bbl.	5 70	6 00
New, American, bbl.	6 00	
Onions, Texas	2 00	2 25
Tomatoes, Ont., basket	1 75	
Cucumbers, doz.	0 30	0 40

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Aug. 7.—The market situation is quiet locally this week. The preserving season is in full swing, there being a good supply of all kinds of B. C. small fruit. Sugar advanced 25c on Friday, Aug. 3, and the quotation is now \$9.84. Japan white beans have advanced to \$7.25 per bushel, an increase of 10c. New-laid eggs are 32c, and strawberries, 2's, Ontario, a case are quoted at \$5.75. B. C. milk shows an increase of 65c.

REGINA—

Beans, small white Japan, bu.	7 25
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00 12 20
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	5 10
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13¼
Bacon, smoked backs, lb.	0 30½
Bacon, smoked sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 84
Cheese, No. 1 Ontario, large	0 25
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case.	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 32
Pineapples, case	4 75 5 35
Tomatoes, 3s, standard case.	4 50
Corn, 2s, standard, case.	3 75
Peas, 2s, standard, case.	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case.	5 75
Raspberries, 2s, Ont., case.	5 45
Peaches, 2s, Ontario, case.	3 75
Salmon, finest sockeye, tall, case.	13 50
Salmon, pink, tall, case.	7 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

PRODUCE AND PROVISIONS

Scarcity of Live Hogs Is Noted

Montreal.

PROVISIONS.—Live hogs are becoming exceedingly scarce in supply, and the prices for these have advanced accordingly to still firmer levels. On Saturday last from \$16.40 to \$16.75 per 100 lbs. was quoted for them; on Monday from \$17.50 to \$18.00 was the range. It is surmised that the pressure of harvesting operations is preventing the farmers from bringing their hogs in to market, and a better supply is hoped for later on. Dressed hogs were quoted at correspondingly firm figures from \$24.00 to \$24.50 per 100 lbs. The market for the meats was also showing firmness, and it is very unlikely that meats will be found cheaper as the season advances, but rather the reverse. Shortening is a shade easier in price again this week, the hot weather being responsible for reduced demand.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots....	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 42	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 25½	
Tubs, 60 lbs.	0 25¾	
Pails	0 26	
Bricks, 1 lb., per lb.	0 27	
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¼
Bricks, 1 lb., per lb.	0 23	

Poultry Market is Steady and Firm.

Montreal.

POULTRY.—Poultry conditions this week are reported unchanged from those described last week. There are sufficient supplies of live poultry to meet market needs, and while quality is not entirely satisfactory in some cases, many consignments are very marketable, and help advance the popular opinion of poultry as a flesh food. No alterations in prices of poultry are made this week, and the market continues steady.

Poultry—	Dressed	Live
Old fowls	0 21	18-20
Chickens, milk-fed, crate fat-tened, lb.	0 25	0 22
Old roosters	0 16	0 14
Roasting chickens	0 28	0 22
Young ducks		0 25
Turkeys (old toms), lb.	0 31	0 25

Eggs Scarce and Higher Priced.

Montreal.

EGGS.—There is very great firmness in the egg market and it is extremely probable that higher prices for eggs will be heard of within the coming weeks. Strictly new-laid eggs were commanding prices as high as 40 cents per dozen in the country. From 38 cents to 39 cents was the range as a rule. There have been heavy losses of eggs due to hot weather's effects on them in transit and at the farm. Eggs have been withdrawn from cold storage to meet local demand in quite considerable quantity, but it is said that abundant supplies have been laid by in cold storage. Some cars of good quality Western eggs have been arriving for local consumption, but not a great deal of export business is going forward at present as the weather is hot and space is hard to get. Receipts of eggs in Montreal for the week ending Aug. 4, were, 4,824 cases as compared with 11,763 for the corresponding period last year, and 5,381 cases for the week ending July 28.

Eggs—

New laid, specials	0 50
Selects	0 46
No. 1's	0 42
No. 2's	0 36

Cheese Market in a Busier Stage.

Montreal.

CHEESE.—Brisk export demand and eagerness of buyers to secure supplies made the cheese market lively during the past week, as far as present conditions of Commission ruled prices can make for liveliness. There was certainly more activity. The Commission paid 21½ for No. 2 cheese which is a quarter of a cent higher than was their figure last week, otherwise the prices paid remained as quoted last week. From 21 1-16 cents to 21 3-16 cents was the average range of prices in the country, and prices to retailers have not altered from those quoted last week. Arrivals of cheese at Montreal for the week ending August 4, were 72,329 boxes as compared with 77,812 boxes for the corresponding week a year ago and 75,628 boxes for the last week of July. Supplies thus show a slight falling off, but figures over a longer period will probably offset this later.

Cheese—

Large (new), per lb.	0 22	0 22¼
New twins, per lb.	0 22	0 22½
Triplets, per lb.		0 22½
Stilton, per lb.		0 25
Fancy, old cheese, per lb.		0 30

Butter Market is Two Cents Firmer.

Montreal.

BUTTER.—There is more strength

than ever to the butter market. On Friday at last week at the Dairymen's Exchange a lot of pasteurised butter was sold as high as 39 cents a pound, and at Cowansville on Saturday 38½ cents was paid for Creamery butter. Probably the activity of the cheese market has something to do with the firmness of the butter market which is rather unusual at this time of heaviest production. The market is likely to remain firm according to indications at present, and local firms have been amongst the considerable buyers lately, providing for requirements later on. Receipts of butter in Montreal for the week ending Aug. 4 and 8,421 pkgs. as compared with 19,866 pkgs. for the corresponding period last year. For the last week of July 11,968 pkgs. of butter were brought in to Montreal.

Butter—

Creamery prints (fresh made).	0 40	0 40½
Creamery solids (fresh made).	0 39½	0 40
Dairy prints, choice, lb.		0 35
Dairy, in tubs (choice)		0 34
Bakers		0 30

Honey Offerings Are Made Late.

Montreal.

HONEY AND MAPLE.—Only a couple of offerings of clover honey have been received so far by one of the leading handlers of this article, but more abundant supplies may be expected though there is some doubt as to the extent of the crop this year. It is anticipated that by September there will be offerings of honey on a larger scale. At present the marketing was only tentative, and prices were not set for new crop. The market for such old crop honey as remains in stocks is unaltered from last week, and the maple sugar and syrup market keeps firm with unusually good demand.

Honey—

Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.		0 13
Clover, 5-10 lb. tins, per lb.		0 15½
Clover, 60-lb. tins		0 14½
Comb, per section	0 18	0 19

Maple Product—

Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 16	0 17

Lard Firmer; Hogs Higher

Toronto.

PROVISIONS.—There was a firmer tone in the market for pure lard during the week, prices moving up from the lower level 1c and quotations ranging from 24c to 26c per pound, tierce basis. Lower prices that were quoted last week had the effect of stimulating buying. Cooler weather is furthermore helping consumption and dealers are inclined to

look for a firm market. There has been a good demand for cooked meats during the week and prices were 1c higher on boiled hams, but roast hams and shoulders held steady at last week's quotations. Live hogs advanced \$1 per hundred during the week and were quoted at \$17. Fairly good supplies came forward and with the coming of feed grain it is anticipated prices may be somewhat easier.

Hams—

Medium, per lb.	0 29½	0 31
Large, per lb.	0 24	0 26

Bacon—

Plain	0 31	0 37
Boneless, per lb.	0 38	0 40

Bacon—

Breakfast, per lb.	0 34	0 38
Roll, per lb.	0 27½	0 28½
Wiltshire (smoked), per lb.	0 28	0 31

Dry Salt Meats—

Long clear bacon	0 26	0 26½
Fat backs, lb.	0 25	0 27

Cooked Meats—

Hams, boiled, per lb.	0 40½	0 41½
Hams, roast, per lb.	0 44	0 46
Shoulders, roast, per lb.	0 41	0 43

Barrel Pork—

Mess pork, 200 lbs.	47 50	48 00
Short cut backs, bbl., 200 lbs.		50 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00

Lard—

Pure tierces, 400 lbs., per lb.	0 24	0 26
Compound tierces, 400 lbs., lb.	0 20½	0 21¾
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		

Hogs—

Dressed, abattoir killed	24 00	
Live, off cars	17 25	
Live, fed and watered	17 00	
Live, f.o.b.	16 25	

Butter in Great

Britain Higher

Toronto.

BUTTER.—The British Government recently advanced the price of butter eight shillings which makes the price f.o.b. Montreal, 37c, which represents an advance of 1¼c per pound during the week. This condition affects the local situation and puts firmness into the market although no change was recorded during the week. Locally there is not very much movement in the market. There is a good demand. Hot weather has interfered with the creameries in putting the butter into prints and the greater part has been reaching the market in the form of solids. Fresh-made creamery prints were accordingly scarce.

Creamery prints, fresh made.	0 39	0 40
Creamery solids	0 38	0 39
Dairy prints, choice, lb.	0 35	0 37
Dairy prints, lb.	0 32	0 34

Manitoba Eggs

Keeping Market Down

Toronto.

EGGS.—Manitoba eggs that have been arriving in the market have been a factor tending toward easier prices temporarily at any rate. These eggs have arrived in good shape and are being quoted at 40c per dozen ex-cartons while Ontario eggs are being quoted at 42c. Deliveries of Ontario eggs are short and there seems little prospect of any improvement until the hens get on the stubble about next week. Some Prince Edward Island Co-operative Society eggs also came into the market during the week.

Eggs—

New laid, cartons	0 45	0 47
New laid, ex-cartons	0 40	0 42

Cheese Market

Maintained Steadiness

Toronto.

CHEESE.—There was a continued steadiness in the cheese market during the week, lacking incentive to change prices because of the apparent fixture of the price of the Cheese Purchasing Commission. There is a steady export business being done and local consumption is keeping up fairly well. Prices remained unchanged locally.

Cheese—

New, large	0 22¼	0 23
Old, large	0 29	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 23½	0 25

Good Shipments of

Ducks Coming Now

Toronto.

POULTRY.—Plentiful supplies of ducks came into the local market during the week and found ready sale. Price being paid by commission men was 30c per pound live weight. Prices on other lines of poultry were firmer during the week, with a decrease in arrivals. Farmers are apparently busy with their harvest activities and cannot find time to look after the movement of this line. Quality of arrivals was somewhat improved and prices were firmly maintained.

Ducks, live, lb.	0 30	
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 16	0 18
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over.	0 25	0 30
Squabs, dozen		4 00

Prices are those paid at Toronto by commission men.

First New Honey

In Market This Week

Toronto.

HONEY.—The first arrival of new crop honey reached the local market during the week and is being quoted at 14c to 15c in 5-lb. and 10-lb. tins, while 60-lb. tins are quoted from 13c to 14c. There are conflicting reports as yet respecting the condition of the new crop. Some producers assert the production will be light while others state that it will be a good crop and will be up to the production of last year with quality equally as good. One of the factors that is working toward higher prices this year is the additional cost of tins. In ordinary times the cost of tins is reckoned at ½c to 1c per pound whereas it is stated the cost this year will be from 1½c to 2c per pound. More definite information respecting the crop is looked for in the near future.

Honey—

Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 50	2 75
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

Pure Lard Declines 1½c.
Compound Down a Cent.

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market was firmer last week end, and live hogs were bringing \$15.75. Receipts have fallen off somewhat, and the demand, both local and from the East, has been fairly active. It is expected that prices prevailing to-day will remain steady. There was further decline in the price of pure lard, which dropped to a basis for tierces of 25c, this being a decline of 1½c in about ten days. Compound lard also dropped a cent, and is to-day quoted on a basis of 20½c for tierces. Packers here doubt whether there will be any further decline in lard. Eggs.—Eggs have advanced, and wholesalers in Winnipeg are paying, 30c-32c to shippers, and the trade in Winnipeg are paying 34c for candled eggs. Receipts are only fair, but the quality is surprisingly good. Creamery Butter.—The general tone of the market is unchanged, and the quality has fallen off perceptibly on account of the extreme hot weather. Price to the trade for No. 1 creamery in cartons is 38c. Dairy Butter.—There is practically no change in the situation; prices being quoted to the country range from 29c to 30½c although higher prices are being quoted. Cheese.—Eastern market is easier, and Manitoba cheese is quoted 20¼c to factories.

Hams—

Light, lb.	0 30
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27

Bacon—

Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 36
Backs, regular		0 32
Backs, select, per lb.		0 34

Dry Salt Meats—

Long clear bacon, light.	0 25
Backs	0 26

Barrelled Pork—

Mess pork, bbl.		45 00
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Lard, Pure—

Tierces	0 25½	
20s	5 40	
Cases, 5s	15 82	
Cases, 3s	15 90	

Lard, Compound—

Tierces	0 20¼	
Tubs, 50s, net	10 38	
Pails, 20s, net	4 40	

Fresh Eggs—

New laid	0 36	
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Cheese—

Ontario, large fresh	0 24	0 24½
Manitoba, large, fresh	0 22½	0 23

Butter—

Fresh made creamery, No. 1 cartons	0 38	
Fresh made creamery, No. 2	0 37	



THE TEA OUTLOOK

The difficulties of the tea situation are still considerable, and settle to a great extent around transportation. There is plenty of tea in primary markets, but the job is to get it. Shipments via the Suez Canal have closed entirely and tonnage on the Pacific and via the Cape of Good Hope is scarce. On the Pacific the freight rates are over 12c per pound and in some cases have reached as high as 18c. Experts expect there will be sufficient tea forthcoming to supply the Canadian trade, however, unless people become excited and buy up larger quantities than are required.

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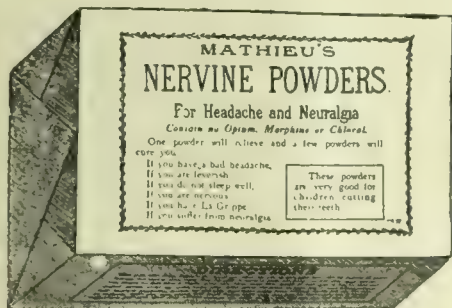
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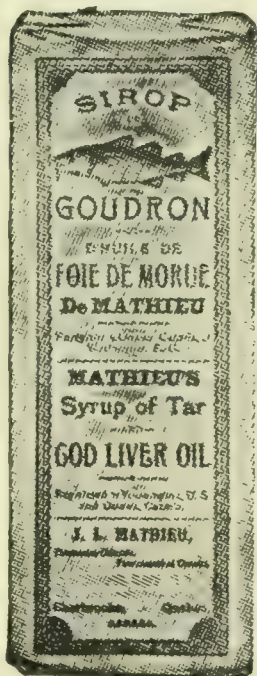
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In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will

find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidance by Canada and her people.

MacLean's for August Is a Midsummer Number

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

The Dangers Ahead. By John Bayne MacLean.
The Menace of Canadian Titles. By Joseph Martin, M.P.P.
Rev. C. A. Eaton—A Canadian Who Speaks Out. By Beatrice Redpath.
Frenzied Fiction for the Dog Days—(Done by the Dipperful.) By Stephen Leacock.
The Human Side of Conscription. By H. F. Gadsby.
Winning the War in the Air. By Agnes C. Laut.
A Circus Story. By L. B. Yates.
Mam'selle Butterfly. By Arthur Beverly Baxter.
The Captain of the Susan Drew. By Jack London.
An Andy Doolin Yarn. By Hopkins Moorhouse.
A Detective Story. By Robert E. Pinkerton.
The Gun Brand. By Jas. B. Hendryx.
Canada's First Woman Member.
Economy in Preserving and Canning.
Women and Their Work—A New Department. Review of Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the Saturday Evening Post.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

At All News-Dealers
15 cents

NORWEGIAN BRISLING Not to be mistaken
(SARDINES) for Sild, or what you
buy as Sardines!
THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
STAVANGER (Norway)
Apply: Standard Imports, Limited, Montreal

**There's a neat profit on
this 10c. seller.
Are you selling
it?**



Display a few boxes of *Mechanics Antiseptic Hand Cleaner* and note how well it sells, the satisfaction it gives and the profits on your day's sales.

Get your customers acquainted with it and it will sell itself.

Mechanics Antiseptic Hand Cleaner is only one of thirty-four different kinds of toilet preparations we manufacture. Every one a leader.

Write for particulars.

French Soap Company
1613 Notre Dame Street East
MONTREAL

The best
Orange Marmalade
is
Wethey's
Are you selling it?

**Imperial Rice Milling
Co., Ltd.**
VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.



The Sea Foods that
Broaden Your
Sales

BRUNSWICK BRAND

A stock of these widely known and justly popular sea foods is what you need to secure a bigger turnover in your fish department.

You'll like Brunswick Brand from the very first — they'll give you a profit that repays your best selling effort.

And your customers will be captivated with the deliciousness of these quality sea foods.

Order a supply from your wholesaler. See what you require from the following list:—

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams

Connors Bros., Limited
BLACK'S HARBOR, N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars. 16 oz.
glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1 35
Pts., Delhi Epicure	2 40
Pts., Red Seal	1 85
Qts., Delhi Epicure	2 60
Qts., Red Seal	2 40
Qts., Lynn Valley	2 40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz...	2.45
Perfection, ¼-lb. tins, doz...	1.35
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36



helps everyone who has anything to do with it.

It helps the *maker* by increasing the consumer's confidence in his ability to make good soap.

It helps the *dealer* by increasing his soap business and incidentally his profits.

It helps the *user* by supplying her with the best piece of laundry soap ever sold in Canada at the price.

The St. Croix Soap Manufacturing Co., Limited
ST. STEPHEN, N.B.

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

WEST INDIES

If any advertisement interests you, tear it out now and place with letters to be answered.



The best way to answer the telephone

is to announce yourself. The old method of saying "Hello!" wastes your own and your customer's time because of the inquiries that must naturally follow.

By giving your name right at the start you enable the customer to place order promptly, at the same time speeding up your own service and freeing your line for the next caller.

Impress upon your clerks the value of prompt and polite telephone service. The increased business will more than cover both the cost of your telephone and the rental also.



The Bell Telephone Co. of Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.	0 39
Lunch bars, 5-lb. boxes.	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can ...	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2 1/2-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can....	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., wght 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz..	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—1/2s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—1/2s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—1/2s, \$2.	
Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	

Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED
HALIFAX, CANADA



You too!

can prove the big selling value of **Barnes Pure Concord Grape Juice** by ordering a trial supply to-day.

The Ontario Grape Growing and Wine Mfg. Company
ST. CATHARINES, ONT.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont. Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax
St. John
Quebec
Ottawa
Winnipeg
Edmonton
Lethbridge
Calgary
Fernie, B.C.
Moose Jaw
Saskatoon
Vancouver
Victoria

John Tobin & Co.
Baird & Peters.
J. B. Renaud & Co.
Provost & Allard.
The Codville Co., Ltd.
The A. Macdonald Co.
The A. Macdonald Co.
Simington Co., Ltd.
Western Canada Wholesale Co.
The Codville Co., Ltd.
The Codville Co., Ltd.
Kelly, Douglas & Co.
Kelly, Douglas & Co.

Cultivate the demand for these two favorites—

Royal Salad Dressing and Royal Mayonnaise



There is no resisting the sweet, delicious goodness of these Canadian-made leaders—one sale leads to another and another, bringing the dealer a daily stream of repeat orders that puts the profits where they should be.

ROYAL SALAD DRESSING is a good seller throughout the year and **ROYAL MAYONNAISE** is particularly adapted for snappy Summer selling. It's a peerless dressing for dainty fruit salads.

Put the Two Royals on display to-day.

Horton-Cato Mfg. Co.
WINDSOR, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



Vegetables

How do you keep them fresh for your customers and in view? Keep them in view and they are easier sold.

FREEMAN

VEGETABLE DISPLAY STAND

takes care of everything and allows a fine mist to fall on your vegetables and keeps them in the best of condition.

Write for catalogue and prices.

W. H. FREEMAN & CO., LIMITED
Hamilton, Canada

ROLLED BACON

Sugar Cured, Boneless,
nice fresh goods and
low in price.

*Let us have a sample
order from you.*

F. W. FEARMAN CO.
LIMITED
HAMILTON

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
Minced meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Snaggetti with Tomato and Cheese, 1/2s, \$1.30; 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

RASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs. 8 00
Neptune 9 00
San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs, 11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz. 1 25
Club Soda, Trayders, cs., 6 doz., pts., doz. 1 30
Club Soda, Trayders, cs., 6 doz. splits, doz. 1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 48
Princess Blend, 50 and 30-lb. tins, lb. 0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
Victoria, 5, 10, 25, 50-lb. tins lb. 0 32
Princess, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 85
D. S. F., 1/2-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., 1/4-lb. 1 15
Per jar
Durham, 4-lb. jar, each. 1 30
Durham, 1-lb. jar, each. 0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05
List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

	5c Round litho. dredge	10c Oval litho. dredge
SPICES.	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		0 95
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c pkgs., window front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c pkgs., window front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	1 00
Pepper, white	0 51	
Pastry spice	0 48	0 95
Pickling spice, window front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	3

Raspberries and Cherries

will about finish this week.

Then Canadian

Lawton Berries, Blueberries,
Peaches, Pears and Plums.

We are receiving daily

California and Southern

Peaches, Pears, Plums,
Bananas, Oranges, Lemons,
Watermelons and Cantaloupes.

Send us your orders.

HUGH WALKER & SON
GUELPH, ONT.

Established 1891

Peaches and Pears

Pears from California.

Peaches from Arkansas and
California, Fine Quality.

*Now Arriving. Shipments Will
Be Heavy This Coming Week.*

WHITE & CO., LIMITED
Wholesale Green Fruits
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-
top in every way, and our
service entirely satisfactory.
The fruits we sell are the
kind you need to satisfy your
customers and to build up a
thriving fruit business.

We can ship you on short
notice best quality foreign
fruits — Bananas, Lemons,
Oranges, etc.

Why be content with slow,
profitless fruit sales? Con-
nect with us and sell the
fruits that sell quickly and
always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale
Fruit and
Produce
Merchants

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

This is Sterling Tomato Catsup



If your customers appreciate delicious flavor combined with absolute purity suggest this high grade Sterling Product.

You'll find it an easy seller and the profits are good.

Try a window display of Sterling Tomato Catsup to-day.

T. A. Lytle Co., Ltd.
STERLING ROAD, TORONTO

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Lambe, W. G. A., & Co.	10		

Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A. L., Box 85, Timmins, Ont.

YOU MAY BE ABLE TO HANDLE ANOTHER line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in CANADIAN GROCER, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

TWO GROCERY SALESMEN COVERING ALBERTA with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

FOR SALE

A GROCERY BUSINESS FOR SALE — GOOD stand in centre of the city of Sault Ste. Marie, doing \$30,000 a year business; good reasons for selling. Apply Box 239, Canadian Grocer.

FOR SALE—MEAT BUSINESS IN OKANAGAN VALLEY, B.C., doing good business; reason for selling, other business; a snap to the right party. For particulars, apply Box 238, c/o Canadian Grocer.

GROCERY, CONFECTIONERY AND ICE cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

AGENTS WANTED

MANUFACTURERS' AGENTS AND TRAVELERS can make good money as side-line, soliciting accounts in their vicinity from Grocers and General Stores, and send to us for collection. Reliable services. Write for proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

Use this page — the page that is never overlooked — from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

HELP WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters
of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

AKES
KNIFE
POLISH
JOHN AKES & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

ADEL 760
WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that Six Thousand Copies have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an authority in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only \$10.50—the price of the Encyclopedia, delivered to you.

Copies can be obtained from THE CANADIAN GROCER, 143-153 University Ave., Toronto.

If any advertisement interests you, tear it out now and place with letters to be answered.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

In your Locality are many Dogs and Cage Birds

Your customers must have FOOD for them.
It is to your interest as well as that of your
customers and their pets, that you should
regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and
reliability. It will help you to keep old customers
and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.

VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England

846

Ask Us For Wrapping Papers

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.

Hamilton and Winnipeg



A Tale of Two Grocers

How it happened to Brown

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. It is sent on the 4 o'clock delivery.

5:00 P.M.—Customer 'phones for a cake of chocolate she had forgotten to order earlier. Delivered next morning at 8.

9:45 A.M. (Next Day)—Customer now 'phones for lard. Had started *baking* and ran short. Is promised immediate delivery.

11:00 A.M.—Brown called up (and down) by irate housewife still awaiting the lard. Has to send boy out with it.

* * *

Three separate deliveries that devour the profit. No goodwill.

And how Smith handled it

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. So Smith logically suggests possible need of vanilla, icing sugar, raisins and other *baking ingredients*.

Customer had *forgotten* she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably *more* than she had intended. Appreciative as well for Smith's helpful suggestions.

8 A.M. (Next Day)—Smith delivers complete order in ample time for the baking.

* * *

One single delivery. Profitable sale and goodwill.

WHEN a woman orders a bag of FIVE ROSES flour, she suggests to YOU the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest FIVE ROSES and every other single article that goes into the oven with flour?

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST 17th, 1917

No. 33

The Fiftieth Anniversary of a Famous British House

YOU will be interested in the Souvenir Booklet, just issued by Messrs. James Pascall, Ltd., of Blackfriars and Mitcham, London, to mark the 50th Anniversary of their establishment. The Booklet is written and illustrated in a style worthy of this famous House, whose reputation for the best and purest Candies and Chocolates is world-wide. The story it tells is one of the romances of successful business-building. If you will write and ask for your complimentary copy, either of the following Canadian Representatives will be delighted to send it you without charge:—

Messrs. DAVIES, IRWIN, LTD.,
84, Wellington Street, MONTREAL

Messrs. THE HARRY HORNE CO.,
309/11, King Street West, TORONTO.

Messrs. W. H. ESCOTT CO., LTD.,
181/3, Bannatyne Avenue East, WINNIPEG.

Messrs. ANGEVINE & McLAUCHLIN,
P.O. Box 5, ST. JOHN, N.B.

Mr. P. E. OUTERBRIDGE,
Commercial Chambers, Water Street,
ST. JOHNS, Newfoundland.

James Pascall, Limited

CANDIES CHOCOLATES NOVELTIES

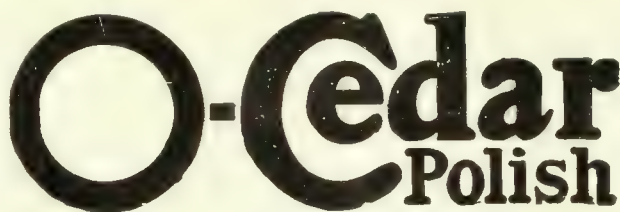
Blackfriars Road & Mitcham, London, England.

*It Is Profitable
And Always Seasonable*

—Display It Properly—

O-Cedar Polish sells on sight. With the aid of one of our splendid display helps you can keep it constantly before your customers. A most attractive reminder is the O-Cedar Counter display here shown—a reminder which will speedily surprise you with increased sales.

Order from Your Jobber—keep your shelves well stocked with



Channell Chemical Co., Limited

369 Sorauren Ave., Toronto



FREE WITH DEALS No. 61-62

Display Deal No. 61.

7½ doz., 4-oz. O-Cedar Polish.. \$22.50
3 doz., 12-oz. O-Cedar Polish... 18.00
1 only, Counter Display Stand.. Free
\$40.50

Display Deal, No. 62.

2½ doz., 4-oz. O-Cedar Polish.. \$7.50
5½ doz., 12-oz. O-Cedar Polish. 33.00
1 only, Counter Display Stand.. Free
\$40.50

(Subject to usual discount)

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

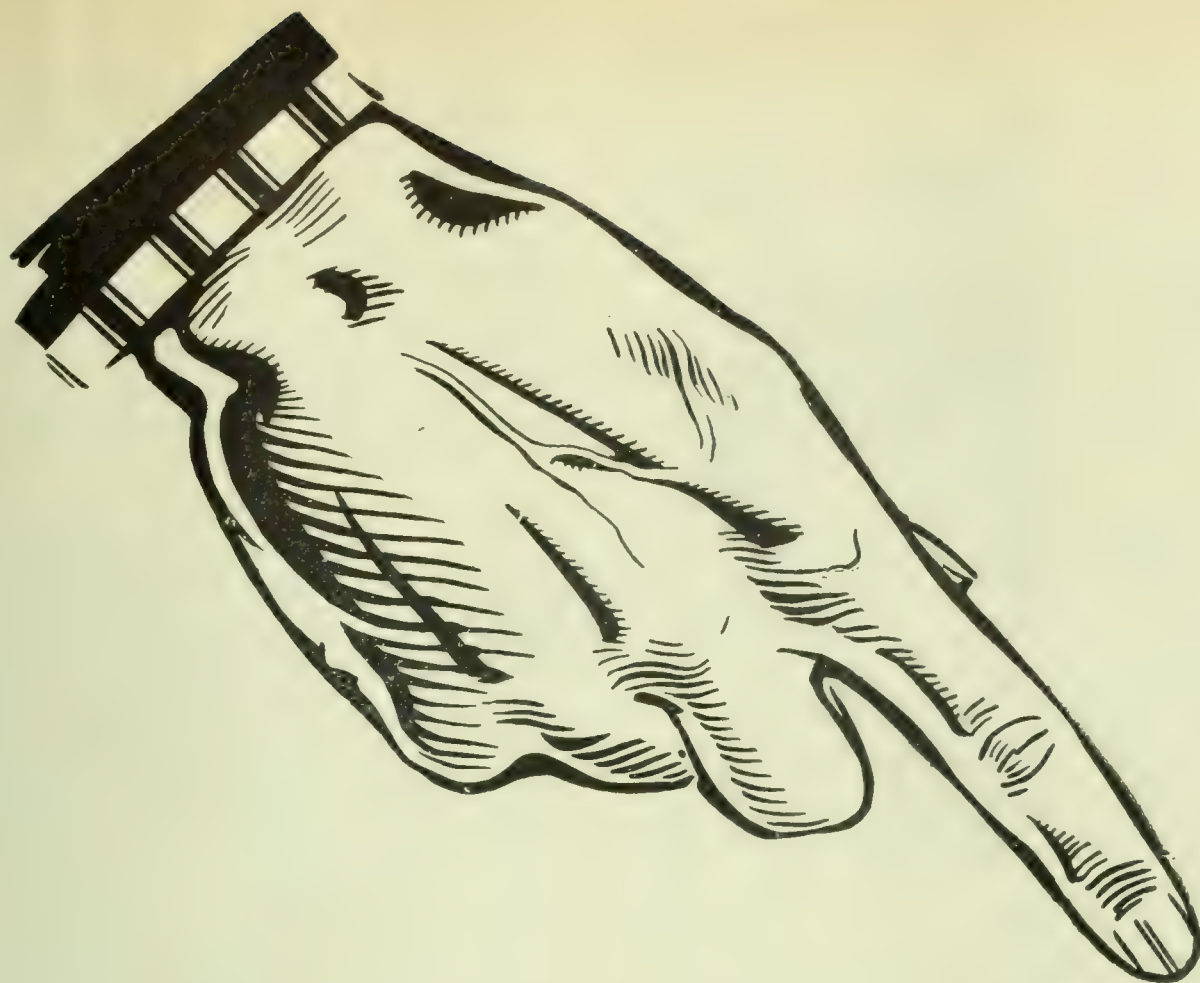
BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



“That’s Eagle Brand Condensed Milk”

—One of the widely known and justly popular Borden Milk Products.



Besides the immediate profit on every sale—and that in itself is more than usually worth while—the increased customer-satisfaction that Borden Products produce mean much to the grocer in steady, year-round “repeats.”

Tell your wholesaler to ship you a stock from the following:

“Eagle Brand” Condensed Milk. “Reindeer” Condensed Milk. “St. Charles” Evaporated Milk. “Jersey” Evaporated Milk. “Reindeer” Coffee and “Reindeer” Cocoa.

Borden Milk Company, Limited

“Leaders of Quality”

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

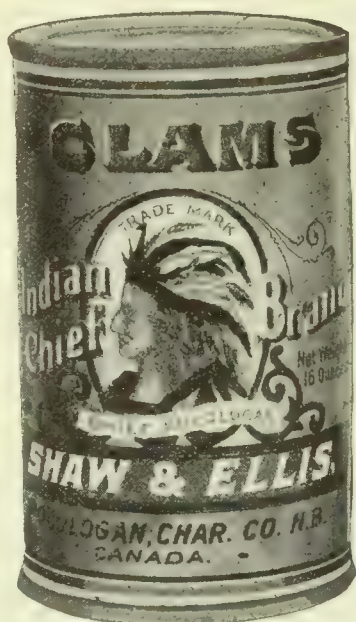
Economical, Wholesome and Easily Prepared

INDIAN CHIEF BRAND CLAMS

The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

Get a trial supply from your jobber and prove their selling value.



Packed by

SHAW & ELLIS

Pocologan, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

**In your Locality
are many**

Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.

VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

846

100 Cars

Red and Yellow Onions

in Car lots or less.

From the largest Onion growing section in Canada.

Correspondence invited.

Leamington Onion Association

Leamington, Ontario

E. E. ADAMS, SALESMAN

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S PREPARED FOODS



Assure
you
PRIME
QUALITY



CLARK'S PORK AND BEANS

Beefsteak and Onions
Cambridge Sausage
Corned Beef
Roast Beef
English Brawn
Loaf Meats
Corned Beef Hash
Minced Collops

Etc., Etc., Etc.

Soups (Full Assortment)
Potted Meats
Sliced Smoked Beef
Spaghetti with Tomato
Sauce and Cheese
Tongue, Ham and Veal
Fluid Beef Cordial
Peanut Butter

Good Business is always the result of Quality.

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFES'

New Season 1917

Raspberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

PURINA

Whole Wheat Flour

VS.

White Flour

Whole Wheat Flour is full of life, fats and mineral. It contains all the elements required to sustain life, the heat-giving starch, mineral salts, gluten, phosphates and cellulose.

Two bushels of wheat make only 84 pounds of white flour, while the same wheat would produce 100 pounds of Whole Wheat Flour.

Therefore, a given amount of wheat would feed 100 people if made into Whole Wheat Flour, but only 84 people if made into white flour. Whole Wheat Flour is also more healthful.

Be patriotic and also economical.

Follow the King's example. For two years nothing but Whole Wheat Flour has been used on his table.

PURINA WHOLE WHEAT FLOUR

Is scientifically prepared.

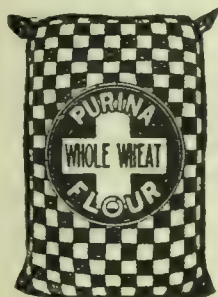
It contains all the wheat except the husk. Is most nourishing and a real bone and muscle builder.

Absolute purity guaranteed.

Many delicious recipes can be made for all meals.

Put up in cases of 10/5-lb. packages, also 24-lb. bags and 98-lb. sacks. Purina is always in the checkerboard package and bags. Accept no substitute.

Order through your jobber.



Ralston Wheat Food

Put up in cases of 18/1½-lb. packages, contains the very elements that produce flesh, bone and muscle. It is a wholesome Whole Wheat Food with all the nutriment. It is a good seller and also an economical food.

We are conducting a special selling campaign at present, and would advise you ordering a supply of both of these lines from your jobbers.

Quality Absolutely Guaranteed.

VISIT our booth under the Grand Stand at Canadian National Exhibition. The wholesale and retail trade, as well as their assistants, are requested to make themselves known.

Prepared in Canada by

The CHISHOLM MILLING CO., Limited
T O R O N T O



Are you a Royal Shield Dealer?



Are you numbered among the many quality grocers throughout Canada whose profits are ever increasing through handling Royal Shield Products?

Quick selling quality is the winning feature in every Royal Shield line. Tea, Coffee, Baking Powder, Jelly

A Brand of Customer-Satisfying Quality

Powder and the many other products bearing the Royal Shield Brand are leaders and "repeaters."

We carry a full assortment of CANNED FRUITS AND VEGETABLES. Send your order to the branch nearest your store.



Campbell Bros. & Wilson, Limited WINNIPEG

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer.

Campbell, Wilson & Millar, Ltd.—Saskatoon.

Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.



If any advertisement interests you, tear it out now and place with letters to be answered.

Let E.D.S. Jams increase your profits

Show

E. D. SMITH'S Black Currant Jam

in your daily displays and see how its sweet, delicious flavor will captivate the critical. New season's crop now being packed.

And

E.D.S. Red Currant Jelly

—another 100% pure E.D.S. line, the rich, tempting goodness of which makes selling easy and customer-satisfaction certain.

E.D.S. Products are 100% Pure

E. D. Smith and Son, Limited
WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

**This Space is Yours
For \$2
On Yearly Order**

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Truck.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE

from

COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES: Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C.H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTISING
CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window
dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

**OPEN FOR AGENCY FOR THE
CITY OF OTTAWA**

Satisfaction Guaranteed.

Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

More Lines Wanted

Commission agent located in the
North Country is open to look after
several good lines for manufactur-
ers and wholesalers.

I cover the territory from Sudbury
to Hearst and also the Porcupine
District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

DON'T STOP ADVERTISING.

Keep your name to the front, so
that you are in the market for the
business that is going and for the
new business that is coming. Do
not let the world think that you
have "gone under."

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive,
interesting and instructive book
ever published on Coffee. It is
attractively written and richly
illustrated, and should be read by
all who deal in or use Coffee. The
contents include:

Cultivation and Preparation.

Commercial Classification and
Description.

Adulteration and Detection.

Art of Blending, Preparing, etc.

This work, written by one of the
greatest authorities in the world
upon the subjects of Tea and
Coffee, will be mailed to you post-
paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
143-153 University Avenue,
Toronto.

Kindly
Mention
This Paper
When
Writing
Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

*Complete Trade Connection.
Reference—Home Bank of Canada.*

JOHN E. TURTON

55 St. Frs. Xavier St. - Montreal
Phone Main 2628

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.

BEANS AND CORN A SPECIALTY

ALFRED T. TANGUAY & COMPANY

Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

Buyers and Sellers of

**All Kinds of Grains and
Seeds**

**Denault Grain and Provision Co.
LIMITED**

SHERBROOKE, P.Q.

Dried Fruits
Canned Goods
Nuts
Oils
Produce
Heavy
Chemicals

*Before placing
your Agency
get in
touch with us.*

C. B. HART, Reg.

*Wholesale Grocery and Merchandise
Broker*

489 St. Paul St. W. - Montreal

MARITIME PROVINCES.

BROOMS WANTED.

Line of reliable brooms on commission for Nova Scotia, New Brunswick and Prince Edward Island. We guarantee results.

Reference: Bank of Nova Scotia.

SUPPLIES, LIMITED,

Manufacturers' Agents and Brokers,
Kentville - - - Nova Scotia.
Open for other lines not conflicting with
present agencies.

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription business. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue
Toronto, Canada

One dollar a year is all it costs to have this publication mailed to your address.

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.



WEIGHING TEA

ON SALE AT ALL GROCERS

The Japanese Government prohibits adulteration and coloring of Tea

ARE you reaping benefit from the Japan Tea advertising which is appearing in Canada's leading papers of national circulation?

Your patrons will welcome the delicious, wholesome flavor of this natural green leaf tea.

Order from your wholesaler.

If any advertisement interests you, tear it out now and place with letters to be answered.



—And now for Fall Business!

September is only two weeks away. Then school begins—and Jack Frost tints the leaves—and first thing you know, you are wearing an overcoat; and *it's fall!*

Don't be "caught short" on Catelli's. The demand for this economical food has kept up all through the summer. Grocers in the cities, in particular, report a steadily increasing demand for Catelli's.

You still make your regular profit on each brand—a good, living profit—and we add quite a little more by packing 30 packages to the case,

Get ready for fall. Send your order to your wholesaler right now for

CATELLI'S

—“HIRONDELLE”

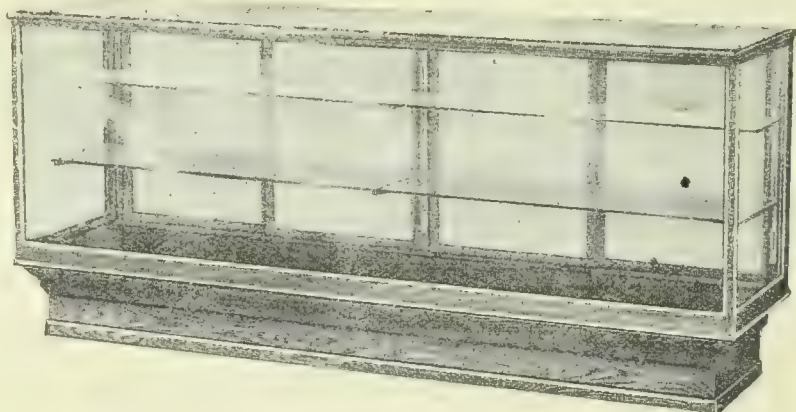
“L'ETOILE” and “MILK”

MACARONI

All
Wholesalers
have
Catelli's
Macaroni

30
Packages
to
the
Case

Bargains in Show Cases



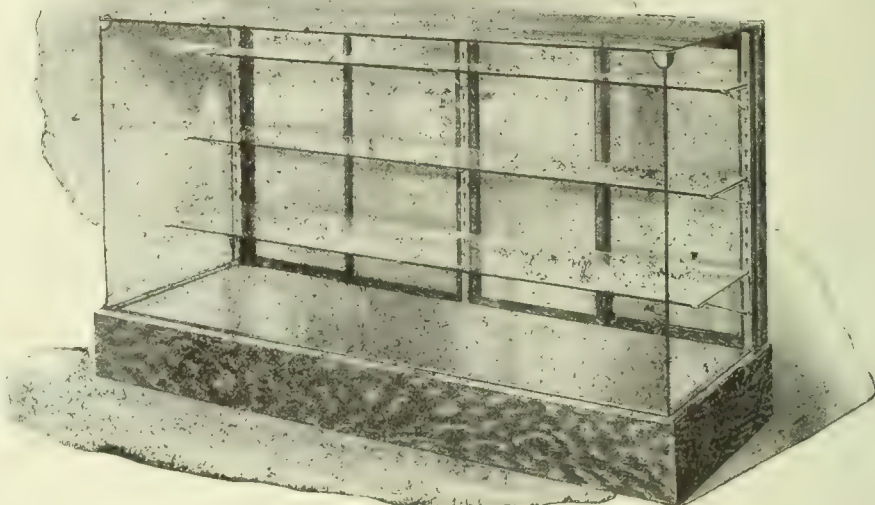
THE WESTERN DISPLAY CASE

Bargains, truly, when you compare their appearance and sales-creative possibilities with what you are offered in other show cases that cost far more to instal and offer you no greater selling efficiency.

**The Two Cases
here shown are
the biggest value
on the market**

Modernize your store. Get the proper punch into your displays by showing them in "THE WESTERN DISPLAY" CASE or "THE WESTERN CRYSTAL."

THE COST IS TRIFLING



THE WESTERN CRYSTAL

NOTE THIS DESCRIPTION:

The Western Display Case is made of Solid Oak Woodwork, Stained, Filled, Varnished Three Coats, Polished Oak Shelves and Bottom, Corners Dovetailed together, rendering it absolutely dust-proof.

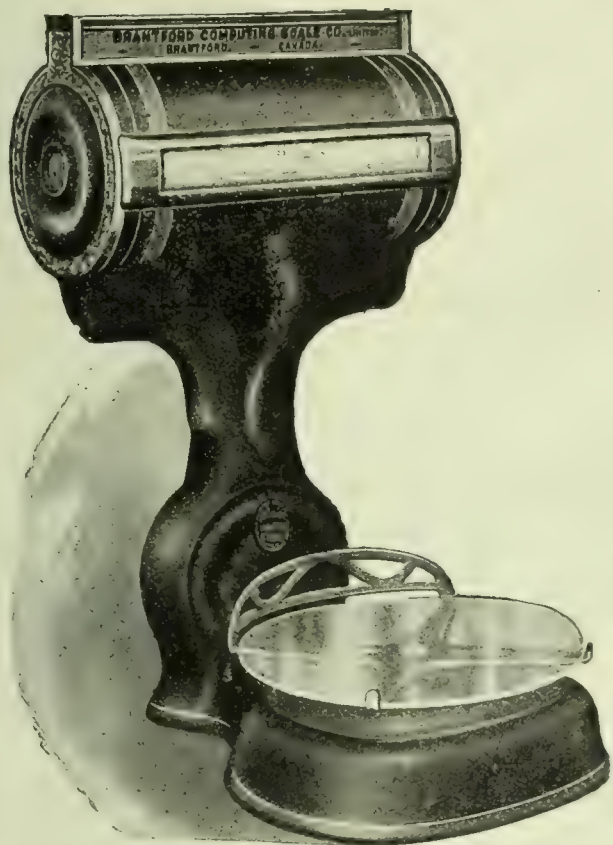
Thirty minutes of your time and a screw driver is all that's necessary to set up "The Western Crystal." And it looks as good and sells contents as well as any show case you have seen.

A line of inquiry will bring you particulars of all our models. Just a penny post card.

**The Western Manufacturing Co., Limited
REGINA, SASK.**

If any advertisement interests you, tear it out now and place with letters to be answered.

Brantford The New Cylinder Scale



will be a valuable addition to the equipment of your store.

It is strictly sanitary and dust-proof, and will quickly redeem its cost in better service, more customers and bigger profits.

WHEN visiting the CANADIAN NATIONAL EXHIBITION, drop in to the north wing of PROCESS BUILDING and see this New Brantford Cylinder Scale. You'll surely be interested.

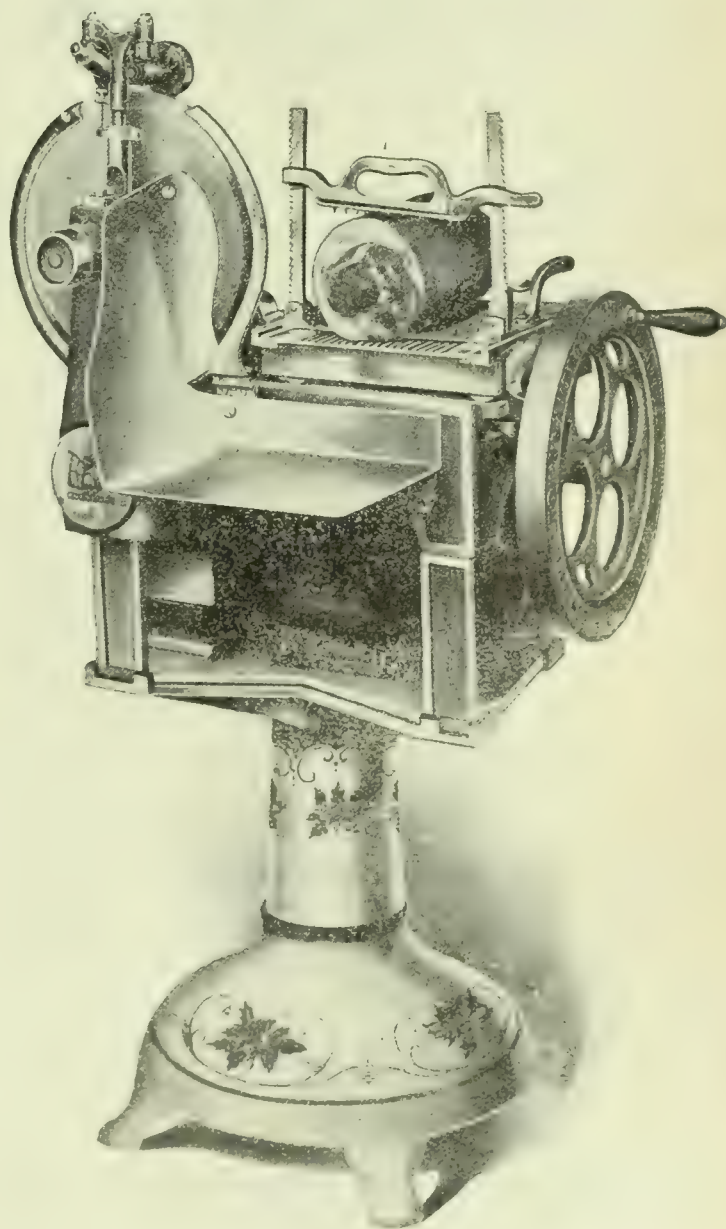
The Brantford Slicer

—prevents waste by cutting all boneless meats clean and cutting them right down to the last slice.

You can serve more customers and serve them better when you get a Brantford Slicer working for you.

Every "Brantford" is fully guaranteed.

Get our Catalogue and read all about the Brantford money-makers.



**The
Brantford Computing Scale
Company, Limited**
BRANTFORD, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



"Riteshape"

The proper results of equipment are food protection, economy of time and service cost. Any other equipment is merely scenery.

Good equipment works just as much in the interest of the consumer as it does in the interest of the storekeeper.

Consider "Riteshapes".

A "Riteshape" is a neat, sanitary, durable container for bulk foods.

"Riteshapes" are made in a variety of sizes so that the proper dish is always available.

"Riteshapes" do not absorb or waste foods as do soft material containers.

"Riteshapes" are strong—they protect their contents during delivery.

"Riteshapes" constitute storage dishes in the home for the foods they carry.

"Riteshapes" go right into pantry and ice box. Waste of food in transferring to another container is eliminated, and after the "Riteshape" has been emptied, the thrifty housewife uses it for a soap dish, a left-over receptacle, and in many other ways.

"Riteshapes" are easy to wrap—Save paper, string, and twine in the store.

"Riteshapes" in all sizes are indispensable in the well-equipped store.

Victoria Paper & Twine Company
 LIMITED
 TORONTO MONTREAL

THE OVAL WOOD DISH COMPANY
 Manufacturers
 Delta, Ohio, U.S.A.



If any advertisement interests you, tear it out now and place with letters to be answered.



Turner and Hallett's new store at 1289 Danforth Ave., Toronto. Note attractive Eureka equipment.

YOU CAN BUILD BIGGER BUSINESS WITH EQUIPMENT LIKE THIS

Present-day business competition demands the best there is in sales-creating, service-giving store equipment.

Particularly is this true regarding refrigeration and display.

Every storekeeper wishing to put his store on a really modern basis should investigate the merits of the Eureka system as installed above.

**It combines beauty of construction with
security of contents and magnificent display.**

Prospective customers should see this and the several other Eureka systems at our exhibit in the Industrial Building, Canadian National Exhibition, Aug. 25 to Sept. 8.

Let us know if you are coming and we will arrange to meet you.

Or if you cannot come, just drop us a card and we'll send you full particulars.

All fixtures are designed by us, and we gladly submit plans at any time.

The following are a few of the Toronto stores which have been fitted up with the New Eureka Vitrolite Refrigeration Counters: Rowntrees, West Toronto; Hicks Bros., 627 Queen W.; W. Fifield, West Toronto.

*See detailed description elsewhere in this
number, editorial section.*

EUREKA REFRIGERATOR CO., LIMITED

BROCK AVENUE

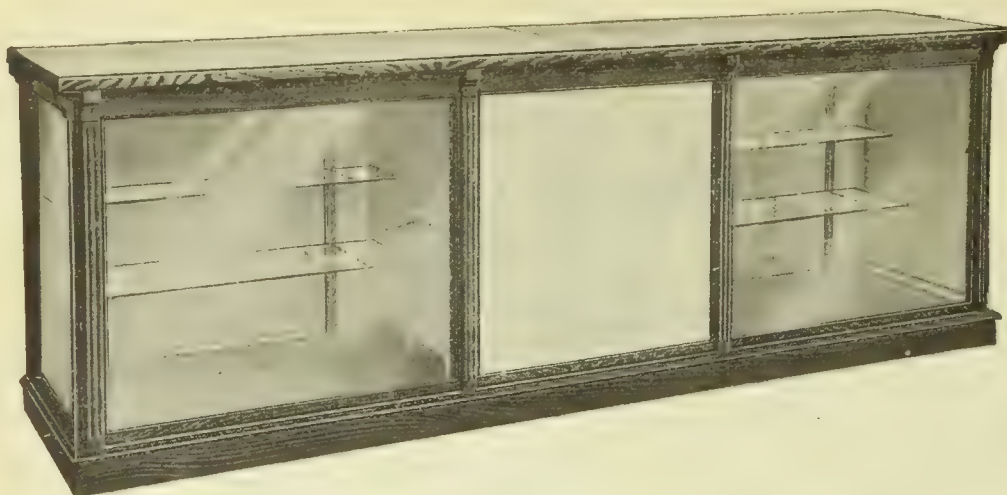
NOBLE STREET

EARNBRIDGE STREET

Head Office and Showrooms: 27-31 Brock Avenue, Toronto

Phone: Park, 513

If any advertisement interests you, tear it out now and place with letters to be answered.

**AUGUST SALE****Refrigerator Counters
at 1914 Prices****10' Counter F.O.B. Winnipeg.****9' and 11' at Saskatoon****All glass display top.**

Write the local agent for prompt shipment.

Both 9' and 11' in marble or glass display top at factory for prompt shipment. Liberal terms.

Install Walker Bin Wall Cases and Counters and assist the Food Commissioner to conserve our food supply, and also release part of your help for other necessary labour. You first help your King and Country in so doing and incidentally reduce your "overhead" expense and attract the public with sanitary display of food.

Geo. A. Stuart, Saskatoon, Sask. Jas. M. Hargreaves, Winnipeg. Geo. Cameron, Ottawa

The Walker Bin & Store Fixture Co., Limited**KITCHENER, ONTARIO****Freeman's Dry Air Refrigerator**

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

**Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA**

**Why Not Increase
Your Income**

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by \$5.00 or \$10.00 a week. The exact amount all depends on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.**143-153 University Ave.****TORONTO, ONT.**

If any advertisement interests you, tear it out now and place with letters to be answered.

Use the J.B. Combination Slicing Machine

Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers

73 Warren Street
NEW YORK



S.P.B. BAGS

and CENTRE SEAM open end

ENVELOPES

for mailing Catalogues

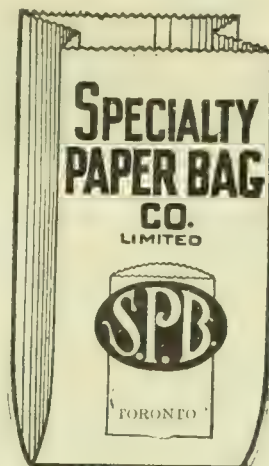
Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

Quality and Value That Build Business for You

Brooms

Brushes

Baskets

Egg Cases

Egg Carriers

Butter Tubs

Butter Dishes

OUR long experience has proven the value of our strict policy to maintain a never-failing high standard of quality.

OUR facilities enable us to offer our high-quality goods at prices that appeal to the consumer, and leave a fair and reasonable margin for the dealer.

BY selling your customers these "quality" goods at the prices which you can afford to offer as a result of our reasonable costs, you are sure of giving entire satisfaction and thereby you are building up a profitable and permanent business.

FOR your information you should have our CATALOGUE.

It costs you nothing and will undoubtedly be of real value to you. Write for it to-day.

Walter Woods & Co.

Hamilton and Winnipeg

Paper

Twine

Paper Balers

Broom Racks

Everything in

High Grade

Woodenware



A Common Scene in the
Down-to-Date Grocery

Customers stopping in at the store or "phoning" their orders for a dozen or two of those "strictly fresh" eggs. And incidentally including also an attractive sized grocery order.

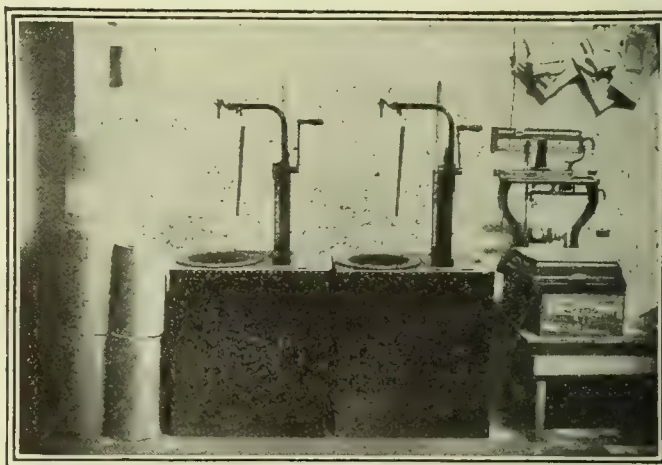
They have come to know, first of all, that the quality of eggs at "Smith's" store is right and further that every egg will reach them sound and unbroken, and in a clean, sanitary *Star Egg Tray*.

Do you need a business stimulator? Try eggs according to the *Star System*. We'll tell you how.

Write us.

Star Egg Carrier & Tray Mfg. Co.
Jay Street Rochester, N. Y.

Clean Oil and A Clean Store



The

BOWSER
ESTABLISHED 1885

Oil Storage System

Will bring about these conditions and make them permanent. You handle your oil stock with cleanliness, speed and safety. No more oil-soaked floors and damage to food supplies due to oil fumes permeating the store. Oil is protected from dust, shrinkage, deterioration and careless handling. You and your customers have the assurance that all oil purchased and sold is measured correctly. You'll do a better and more satisfactory business with the Bowser Oil Storage System.

Write to-day.

S. F. Bowser & Co., Inc.
TORONTO, ONT.

Sales Offices
in All Centers.

Representatives
Everywhere.



"McCASKEY" Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems

Limited

245 Carlaw Ave., - Toronto

STOP! THE WASTE



ALL STEEL
CLIMAX
FIREPROOF

Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter
worth having

A REAL COMPUTER

and yet simpler than all
others in construction
and operation

Absolutely no figuring
to do.

IT SAVES
ITS COST in a
few months and
lasts a lifetime.
BUY IT NOW.



It stands the test for durability, for it
lasts a lifetime.

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combina-
tion prices with cabinets
and pedestals.

**AMERICAN COMPUTING
COMPANY**
HAMILTON, ONT.

IF BUSINESS
is BAD or GOOD,
you need a PROFIT-
SAVER.
BUY IT NOW.

GROCERS! You can make good profits selling *Melita Talcum Powder*

This is a deli-
cately perfumed
and highly sani-
tary talcum pow-
der that wins
favor from the
very first.

It is just ideal for
the dressing table
or the nursery,
and the attrac-
tively labelled
25c containers
make displays at-
tractive and sales
easy.

To buy Melita Tal-
cum Powder once
is to buy it con-
stantly. Stock now.

Two tints — Pink
and White.



FRENCH SOAP COMPANY
1613a Notre Dame East
MONTREAL

The Crop and Business

In view of the great importance of the crop in rela-
tion to the Empire's food supply and Canada's
business prosperity, THE FINANCIAL POST will
present each week a special article dealing with the
developments in a broad way and as they affect the
business situation as a whole. This article will be
edited by F. M. Chapman, Editor of The Farmer's
Magazine, who will have direct and authoritative
information on the Western Canadian situation sup-
plied regularly by Miss Cora Hind, a former member
of our staff, but now Agricultural Editor of the
Manitoba Free Press, a publication whose informa-
tion for some years has not taken second place even
to the current Government statistics. Miss Hind's
service will be supplemented by reports from the
Provincial Departments of Agriculture from time to
time.

THE POST believes that this special on agricul-
tural conditions as presented to the readers of THE
POST will prove a very valuable guide to the manu-
facturers and business men, as well as to the invest-
ing public as to the developments of the crop in
relation to general business and financial affairs.
This is only one of the many news features that
THE POST gives its readers every week. It has
become so valuable that thousands of them renew
year after year.

The Financial Post of Canada

143-153 University Avenue
Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

YOUR PROTECTION



A MARKET TIP

D. C. Strawberries in heavy syrup are sure to please your customers.

We are the people who up The full Pail Kind.

We use a gold lacquer-lined, sanitary, sealed can.

Secure your requirements at once as there will likely be the usual shortage this year due to the late season.

It will hardly pay housewives to preserve strawberries at 12c per small quart and sugar costing 9c per lb.

Place your order now for the full pail kind.

Dominion Canners, Ltd.

HAMILTON

CANADA



KING GEORGE'S NAVY

CHEWING
TOBACCO

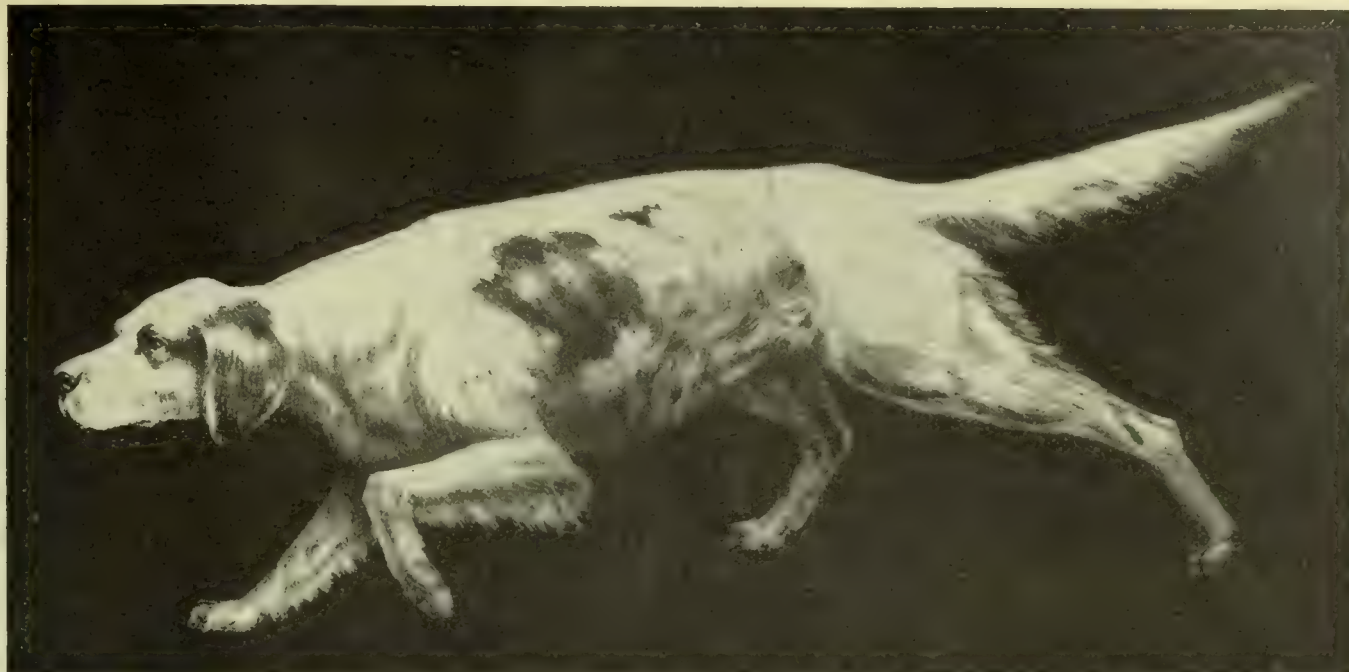
is always worth pushing

If you fully realized what real profit-making value there is in King George's Navy Chewing Tobacco you would get a display working for you immediately.

Start right in to-day and become one of those aggressive grocers who are "making good" with King George's Navy.



Rock City Tobacco Co., Ltd.



SELL PRESNAIL'S PATHFINDER CIGARS

Make Malcolm Milk Products one of your leaders



Give them a chance to prove their unusual selling value.

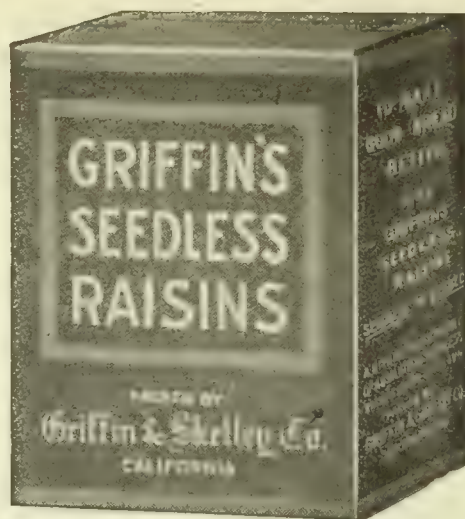
There's perfect satisfaction in every sale—the unstinted customer satisfaction that builds a bigger turnover and better profits.

And—don't forget—Malcolm's are the only All Canadian Condensed Milk Products available.

How about that trial supply?

THE MALCOLM CONDENSING CO., LIMITED
ST. GEORGE, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



GRIFFIN'S Seedless Raisins

To your customers recommend
Griffin's Seedless
You will find carrying others in
stock needless

Raisins Win—

When Food Costs are Considered

Be Sure That You Display Them

Raisins are the low-cost food. They are concentrated nutriment. And millions of people are being told these facts—millions who are seeking ways to cut down bills.

Attract their trade *with raisins in your windows*. Don't let this chance go by. Display the brand most women know—the only extensively advertised brand.

Seeded (seeds removed); Seedless (with out a seed); Clusters (on the stem). Order all three varieties including Sun-Maid Vineyard Run Clusters (50 and 100-lb. boxes), and "tray pack" Sun-Maid Layers, a new package that prevents waste. Send for reproduction of model window display.

California SUN-MAID Raisins

California Associated Raisin Co.

Membership, 8000 Growers, Fresno, California



(L.A. 43)

Salesman Wanted

by leading Manufacturer to sell COFFEES, EXTRACTS, BAKING POWDERS, SPICES, JELLY POWDER, etc., in City of Toronto and several other cities. Must have thorough selling knowledge of above-mentioned products and be capable of getting results from large buyers. Splendid opening for the man who can qualify. State age, experience and references. Box 242, Canadian Grocer.

Mention This Paper When Writing Advertisers

An Example of Efficiency

Nothing in the form of "package goods" is more safely insured against deterioration than Jell-O is.

Every grocer knows a great deal about Jell-O, of

course; how good the desserts are that are made of Jell-O, how easily they are made and how popular they are. But it may not be generally known that Jell-O is

put into the packages by little automatic machines which perform the whole operation, from making the waxed-paper bag and putting the

JELL-O

into it, to closing and sealing the carton containing it. And while it is inserting the filled bag in the carton it includes with it a beautiful little folder full of Jell-O recipes. The entire operation from start to finish is performed in two seconds.

There are eighteen of these wonderful machines in the Jell-O factory, and they have a capacity of more than one million packages of Jell-O every four days.

Talk about efficiency! Any package put up by any one of these machines may be thrown into water and left there for days without producing a trace of dampness in the contents, which are always clean and sweet.

The Genesee Pure Food Company of Canada,
Limited

Bridgeburg, Ont.
MADE IN CANADA.



The Best Custard in Canada

HAVE YOU GOT IT



If not, order from your Wholesale Grocer or direct from

The Harry Horne Co., Limited
TORONTO

FISH

THE THISTLE
CANNING CO.



"THISTLE" BRAND

Finnan Haddie,
Kippered Herring, etc.

Canned on the sea-shore right
where the fish are caught.

Scrupulously clean —
full weight always —
every particle eatable.

Particularly Tasty

Only the choicest portions of the fish are used. Even the Fish themselves are selected.

When you buy "THIS-TLE" Brand you get the best parts of the finest fish caught in St. Mary's Bay.

This is the most economical form of fish food — *Absolutely no waste* — Every tin guaranteed.

For Sale By All Wholesale
Grocers.

Be Sure To Ask For

"Thistle" Brand

Sole Agents

Arthur P. Tippet & Co.
MONTREAL TORONTO

Col. MacLean was in Germany When War Broke Out

HOW he got out, what he saw, heard, learned and concluded, he tells in the August number of MACLEAN'S MAGAZINE. Colonel MacLean knows Europe thoroughly. He knows high-up men in all the great political and commercial capitals of Europe—diplomats, bankers and great merchants. These men told him freely and plainly many startling things about Germany and her intentions.

In a contribution of truly sensational interest, abounding in most startling facts, Colonel MacLean points out "The Dangers Ahead." His aim is to arouse Canadians out of their unwarranted confidence and out of their content. You will

find in this article by Colonel MacLean strange, even shocking revelations, and things hard to believe—and you ought to read "The Dangers Ahead" in order that you may help in their avoidance by Canada and her people.

MacLean's for August Is a Midsummer Number

The August MACLEAN'S is excellently balanced, as you will see from these contents:

CONTENTS

The Dangers Ahead. By John Bayne MacLean.
The Menace of Canadian Titles. By Joseph Martin, M.P.P.
Rev. C. A. Eaton—A Canadian Who Speaks Out. By Beatrice Redpath.
Frenzied Fiction for the Dog Days—(Done by the Dipperful.) By Stephen Leacock.
The Human Side of Conscription. By H. F. Gadsby.
Winning the War in the Air. By Agnes C. Laut.
A Circus Story. By L. B. Yates.
Mam'selle Butterfly. By Arthur Beverly Baxter.
The Captain of the Susan Drew. By Jack London.
An Andy Doolin Yarn. By Hopkins Moorhouse.
A Detective Story. By Robert E. Pinkerton.
The Gun Brand. By Jas. B. Hendryx.
Canada's First Woman Member.
Economy in Preserving and Canning.
Women and Their Work—A New Department. Review of Reviews—Regular Department.

Yates who writes the Circus Story, was born in Hamilton. He wrote those stories about Paragon Pete and The Singin' Kid in the Saturday Evening Post.

Leacock is excessively humorous in his Dog Days Sketch, in which he talks about summering and simmering.

Miss Laut fancies that the war may be won by the birdmen, and if Uncle Sam produces 100,000 planes, she may be right.

Gadsby sits in the Press Gallery at Ottawa, and writes brilliantly always. His "Conscription" article is in order.

Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

By the way, Lord Northcliffe has promised an article for the September MACLEAN'S.

You can see that MACLEAN'S for August is just the right type for August.

At All News-Dealers
15 cents

Remember Assam

Remember, that it is the teas from Assam, India, that are mainly responsible for the distinctive flavor, richness, strength and economy of RED ROSE TEA. Your customers will appreciate these qualities.



Your Window

is your best advertising medium, but it will not fully repay the time and thought spent on its arrangement if you omit from it the attractive packets of

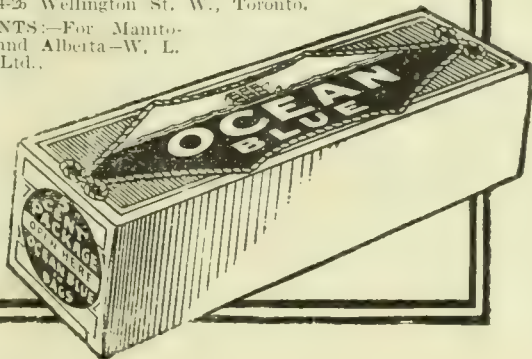
OCEAN BLUE

Order from your Wholesaler.

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The Gray Bldg., 24-26 Wellington St. W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Solving the High Price Problem

is what every good housewife aims at.

You can help her to avoid winter's heavy prices on butter, eggs, fruits, etc., by equipping her with this useful pottery.

There is nothing better suited for preserving or pickling purposes.

And you make a nice profit on every sale as these prices show:—

$\frac{1}{2}$ gallon to 6 gallons inclusive, 12c. per gallon.		
8 gallon.....	} at 15c per gal.	
10 gallon.....		
12 gallon.....		
15 gallon.....	} at 18c per gal.	
20 gallon.....		
25 gallon.....		
30 gallon.....	} at 20c per gal.	
35 gallon.....		
40 gallon.....		
50 gallon.....	} at 24c per gal.	
75 to 500 gallon sizes made to order only.		

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



—the Best Blue in the World

You take no chances when you recommend Keen's Oxford Blue to the most particular housewife. Keen quality will more than satisfy her and "repeats" are assured you.

Your people know Keen's Oxford Blue. Everybody does. Just display it and see it sell.

AGENTS FOR THE DOMINION OF CANADA

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

NIAGARA

RED and WHITE

GRAPE JUICE

Trade Prices

50c. Size	Per Case (1 Doz. Qts.)	\$4.00
25c.	" " " (2 Doz. Pts.)	4.50
10c.	" " " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, AUGUST 17, 1917

No. 33

Making a Refrigerator a Business Asset

How a City Store Arranged a Modern Refrigerating System, so That it Should Eventually Pay for Itself, and Should Pay Its Way all the Time—Going Into the Ice Business as an Item in the Store Trade.

THE refrigerator with its morning trail of ice chips and dripping water has always been considered a more or less necessary though trying adjunct to the grocery store. It has been left for modern science though to remove the objections, and to make this necessity safe clean satisfactory and convenient.

Now there comes a store so completely equipped that its proprietors have figured that they can more than make this equipment actually pay every cent of running expenses, and enough in addition to provide a sinking fund to cover the original investment.

Probably outside the equipment of the large cold storage companies there is no more complete equipment than the store refrigerating plant that has recently been opened by Turner and Hallett at

1289 Danforth Avenue, Toronto. Mr. Hallett was for some years refrigeration expert with the T. Eaton Company, and consequently when the firm decided to install a thoroughly modern plant, he knew exactly what was wanted, and the best way of managing it. Once completed also he knows how to get the very best out of the equipment.

Mr. Turner and Mr. Hallett have both been engaged in the butchering and grocery business in the neighborhood of their new stand for some time past so that when they moved into their new and commodious store early in May they were not strangers in the district, and had already a good clientele to depend on. Since that time business has steadily increased till at the present time they have all that they can do with the staff at their disposal.

Now from the actual grocery and provision side of the store it differs not a great deal from many other stores, but in its refrigerator equipment it is certainly second to none, and moreover provides some very suggestive ideas.

Going Into the Ice Business

In the cellar there is a large eight ton ice machine with a smaller auxiliary pump. This of course is used for refrigerating counters, etc., which will be described later. But where it varies from the usual store refrigerator equipment, is that in this cellar there is a full ice making equipment capable of a daily output of 2,100 pounds. This ice is made in 100 pound blocks, and takes just about 24 hours to make, during which time the ice making machinery is running about half the time and the bal-



The Turner & Hallett Store, 1289 Danforth Avenue, Toronto.

ance of the time the auxiliary pump keeps up the work at practically no expense. Now this is where the profit end of the equipment shows itself most openly. Here is a ton of ice daily to be sold. The firm has a special rig which they use for delivering ice to their various customers, for they sell only to their customers, and this in itself has meant a great drawing card. Ice has been pretty scarce at times this summer and to have a grocer or butcher who could supply you with clean pure ice at all times was a point not to be lightly overlooked. At least that was the way that many people did look at it and in this way many good customers were added to the store.

An expensive equipment and expensive to keep up says someone. Well, it entails a considerable outlay to be sure, but look at it from the angle of the members of the firm.

Making the Refrigerator Pay Its Way

Every grocer and butcher store has to have some means of refrigerating. The old time ice refrigerator is either so large that it eats up a small fortune in the way of ice, or so small that it does not prove much of an advantage. In either event the actual cost is a debit to be considered. Now with the equipment of Turner and Hallett, it certainly does cost something to instal and to run as well. Let's consider the running expenses first. That ice machine pumping away in the cellar is pumping away money beyond a doubt, but all the time it is also making money in the form of 21 clear cold hundred pound blocks of ice per day, that are worth good money, that are worth considerably more per day than the actual running expense of the whole refrigerating system, that can moreover be turned into actual cash every day. So the pondering doubter may consider that the actual operation of the plant becomes an asset rather than a debit, with a fair margin over to provide a little for a sinking fund for the cost of the original equipment.

Turning Waste into an Asset

Now how do the members of the firm get over the fact that this equipment is a fairly costly outlay? In this way. They have both had experience in the butcher business, and they both realize that one of the heaviest charges in that line of activity is the item of waste, actually preventable waste too, at least preventable if you have adequate equipment for caring for the stock. That is where they figure out this equipment will pay for itself in short order.

In my old stand said Mr. Hallett every roast that we had to hold over from Saturday to Monday, we had to trim half an inch off each face. That trimming was waste and that waste was costing the price of fancy beef.

Now this waste is a thing of the past. Supposing there were a hundred roasts carried over they could be put in the refrigerator and come out on Monday as fresh as when they went in. This is not a thing as patent to the casual eye

as the actual selling of ice, but it is an undisputable fact that what you save you make, therefore this saving must also be counted on as part of the sinking fund.

Private Cold Storage and an Interesting Experiment

Nor is that all. Under the front of the store are two large insulated storage rooms probably 15 x 25 feet. Entering the first of these, you meet a temperature just of freezing or slightly higher, the ideal temperature for preserving a great many lines of goods. Passing through this room a door opens into another room of similar size. Here you are in the midst of winter for a glance at the thermometer shows you that the temperature stands just 10 above zero. Here are already great piles of meat, and cases of butter, bought in the right season and saved for the winter. As Mr. Hallett remarked. If we get the chance of purchasing goods at a right figure, we don't have to throw it away because we can't sell it immediately. We can keep goods indefinitely. By taking goods too from the very cold room through the other they can be thawed gradually to the great advantage of the quality of the goods.

Mr. Hallett is trying an interesting experiment with some fruit. He has some cases of raspberries and fancy tomatoes, in his cold room. They certainly look in the best of condition now as though they had just been picked, but the raspberries rattle like bullets when you move a box. Everything in the room is frozen hard as steel. The idea is to preserve these goods till time for the Christmas trade. Mr. Hallett is quite confident that soft fruits can be so held. While not sharing his confidence in the success of this one little venture, the CANADIAN GROCER is greatly interested in the experiment.

Up to the present we have been spend-

ing our time in the cellar let us now take a look at the store proper. It is a large square building. At the inner corner is a large refrigerator, with an immense glass front, lighted by electric lamps equipped so that they throw their light right into the refrigerator and make it a perfect display case. In this way carcasses can be displayed without risking the contamination of the outside store.

Running from this refrigerator to the front of the store is the selling counter made of white vitralite and glass. The front of the refrigerator counter is glass faced and is of course refrigerated. Cold meats and dairy products are always on display here along with a great array of cut meat. Everything is displayed, but never till it leaves the store is it out of refrigeration. Above the counter proper are glass faced bins for the display of fancy vegetables and similar lines. These bins open only toward the serving clerk, and thus the goods are saved from undue handling. Open refrigerating coils throw their cool air into this section, and keep the goods always fresh and bright.

At the back of the store a large square glass topped box also fitted with refrigerating pipes makes an ideal fish case.

The opposite side of the store is given over to the grocery department which is one of the growing ends of the store trade. It is the newest department, but has already become a large factor. There is ample space at the back of the store and a rear door, so that deliveries can be sent out without cluttering up the body of the store with boxes. The firm uses both automobile and horse delivery, and covers with these two agencies a very wide sweep of territory.

Any merchant interested in up to date refrigeration can surely find some interesting suggestions in this store.

Co-operative Delivery in Goderich

Another Town Where This System Has Been Tried and Proved Successful—Some of the Difficulties it Overcame—A Word Regarding Some Details of the Scheme.

THE system of co-operative delivery has been in operation in Goderich, Ont., long enough for the merchants to feel assured of its success. More and more in fact has this system become the thing in the villages and medium sized towns and cities. It solves so many of the difficulties that present themselves in connection with delivery, and solves them on the whole in a most satisfactory manner.

In Goderich as in other towns for the sake of conveniences the town is divided into four sections, to each of these sections, there are four deliveries daily. Two in the morning and two in the afternoon with an

added delivery on Saturday evening. The deliveries leave at a certain specified hour, and housekeepers have grown accustomed to the fact that after this hour has passed there is no chance of them getting their goods delivered till the next delivery. They have gone even farther than that and have encouraged customers to conserve the energies of the store as far as possible so that a great deal of the abuse of delivery rigs calling at one house two and three times a day is eliminated.

The delivery business is conducted as a separate enterprise entirely disassociated from any of the grocery stores.

(Continued on page 52.)



Interior view of W. Massen Store, 1346 St. Clair Ave., Toronto., showing some modern equipment.

Saving Time by Modern Equipment

An Argument of Vital Moment To-day—How Increasingly Serious Labor Conditions Bespeak the Need for Better Equipment — The Growing Advocacy of Brighter Surroundings—Some Words About an Attractive Store.

THERE may be difference of opinion as to whether modern equipment of varying sorts can actually display a saving of cold hard cash. There can however be no such difference of opinion on the matter of whether or no it saves time. This is the contention of A. Massen, St. Clair Avenue, Toronto, and saving time it unquestionably saves money. You can work it out in this way. If you have to do business by old and antiquated methods, it is going to take longer to do it. If it takes longer it is going to require extra help to do a certain stated business, and supposing it requires the added services of only one extra clerk, which is a conservative estimate, the lack of modern equipment is costing the merchant money, and the installation would eventually result in a saving. This is not an argument for cutting down the staff to fit in with the lesser needs of more modern equipment. Nothing is farther from the idea of this paper.

The Need for Economy of Labor

There is this to be said, however. The young men who make up the bulk of the grocery salesmen are scarce in Canada to-day. When the proposed conscription legislation comes into force, it will remove thousands of these clerks already

thoroughly trained. The men who remain will have to do more work than they have done in the past, and to make their work effective adequate mechanical equipment must be provided.

But all this is aside from the store that this article dealt with at the start. It is the outcome however of the attitude of that store toward the equipment in which it is so well provided.

A Word About the Store

A glance at the illustration above will give some idea of the very attractive nature of the store, an attractiveness that is emphasized by well selected time saving devices. In the foreground of the picture stands a silent salesman displaying candies and other lines of luxuries. These goods do not require the services of a clerk to sell them, their attractive display is all that is needed. Riscuit display cases are another effective means of salesmanship, that saves a great deal of labor on the part of clerks. A meat slicer and modern scales all add their part to the equipment.

The provision and meat department occupies one side of the store with the refrigerator in a strategic position just behind this section. On the opposite side is a well arranged grocery department with dark oak casing framing a

mirror in the centre, that provides a very attractive background for display.

The store has also two large bright display windows that are most effectively used and prove a great drawing card to the store. This store is a fine example of the fine character of stores that are springing up in some of the newer parts of the city, and goes to prove, the growing belief of merchants that attractive surroundings have actually a pulling power that means real money in the pocket of the merchant.



MANITOBA WHEAT 15 BUSHEL TO ACRE

Wheat will average about fifteen bushels an acre in Manitoba, according to a report by the Manitoba Department of Agriculture. The conditions vary greatly, some districts expecting a forty-bushel yield to the acre, and others not more than five bushels. The report states that the outlook for the barley and oat harvest is not as bright as for wheat. On the whole, the report says, conditions have improved much in the last six weeks. Cutting of wheat has begun in some places and will be general next week in a great many sections of the province.

Ontario Fall Fair Dates

Dates of Fall Fairs in Ontario for the Convenience of Travellers and Others.

IN response to requests from manufacturers, wholesalers and travellers we are herewith reproducing a list of dates of Fall Fairs as held in Ontario cities and town for 1917. The list should be very convenient to travellers as well as others who might be inconvenienced by attempting to do business in such places on Fair day. The list is as follows:

Aberfoyle	Oct. 2
Abingdon	Oct. 12 and 13
Acton	Sept. 25 and 26
Ailsa Craig	Sept. 26 and 27
Alfred	Sept. 18
Alexandria	Sept. 11 and 12
Alliston	Oct. 4 and 5
Almonte	Sept. 17 to 19
Alvinston	Oct. 9 and 10
Amherstburg	Oct. 1 and 2
Ancaster	Sept. 18 and 19
Arden	Oct. 2
Arnprior	Sept. 17 to 19
Arthur	Oct. 9 and 10
Ashworth	Sept. 28
Atwood	Sept. 18 and 19
Avonmore	Sept. 18 and 19
Aylmer	Sept. 27 and 28
Ayton	Sept. 18 and 19
Bancroft	Oct. 4 and 5
Barrie	Sept. 17 to 19
Baysville	Oct. 4
Bayfield	Oct. 9 and 10
Beachburg	Oct. 3 to 5
Beamsville	Sept. 21 and 22
Beaverton	Sept. 24 to 26
Beeton	Oct. 9 and 10
Belleville	Sept. 3 and 4
Berwick	Sept. 20 and 21
Binbrook	Oct. 8 and 9
Blackstock	Sept. 25 and 26
Blenheim	Oct. 4 and 5
Blyth	Oct. 2 and 3
Bobcaygeon	Oct. 27 and 28
Bolt	Oct. 1 and 2
Bothwell's Corners	Sept. 20 and 21
Bowmanville	Sept. 18 and 19
Bradford	Oct. 16 and 17
Bracebridge	Sept. 20 and 21
Brampton	Sept. 21 and 22
Brigden	Oct. 1 and 2
Brighton	Sept. 13 and 14
Brinsley	Oct. 2
Brockville	Aug. 20 to 23
Bruce Mines	Sept. 26
Brussels	Oct. 4 and 5
Burk's Falls	Sept. 27 and 28
Burford	Oct. 2 and 3
Burlington	Thanksgiving Day
Caledon	Oct. 3 and 4
Caledonia	Oct. 11 and 12
Campbellford	Sept. 25 and 26
Carp	Oct. 3 and 4
Castleton	Oct. 2 and 3
Cayuga	Sept. 25 and 26
Centreville	Sept. 15
Charlton	Sept. 26 and 27
Chatham	Sept. 18 to 20
Chatsworth	Sept. 13 and 14
Chesley	Sept. 18 and 19
Clarence Creek	Sept. 20
Clarksburg	Sept. 18 and 19
Cobden	Sept. 25 and 26
Cobourg	Sept. 13 and 14
Cochrane	Sept. 27 and 28
Colborne	Sept. 11 and 12
Coldwater	Oct. 2 and 3
Collingwood	Sept. 19 to 21
Comber	Sept. 28 and 29
Cookstown	Oct. 2 and 3
Cooksville	Oct. 3
Cornwall	Sept. 6 to 8
Courtland	Oct. 4
Delta	Sept. 17 to 19
Demorestville	Sept. 29
Desboro	Sept. 20 and 21
Dorchester Station	Oct. 3
Drayton	Oct. 2 and 3
Dryden	Oct. 4 and 5
Dresden	Sept. 27 and 28
Drumbo	Sept. 25 and 26
Dunchurch	Sept. 28
Dundalk	Oct. 11 and 12
Dungannon	Oct. 4 and 5
Dunnville	Sept. 13 and 14

Durham	Sept. 20 and 21
Elmira	Sept. 14 and 15
Elmvale	Sept. 24 to 26
Embro	Oct. 4
Emo	Sept. 13 and 14
Emsdale	Sept. 25 and 26
Englehart	Sept. 20 and 21
Erin	Oct. 11 and 12
Essex	Sept. 18 to 20
Fairground	Oct. 2
Fenelon Falls	Sept. 14 and 15
Fenwick	Sept. 25 and 26
Fergus	Sept. 26 and 27
Feversham	Oct. 2 and 3
Flesherton	Oct. 6 and 8
Florence	Oct. 4 and 5
Forest	Sept. 26 and 27
Fort Erie	Oct. 9 and 10
Ft. William and Port Arthur	Sept. 18 to 20
Frankford	Sept. 20 and 21
Frankville	Oct. 11 and 12
Freelton	Thanksgiving Day
Galetta	Sept. 26 and 27
Galt	Oct. 4 and 5
Georgetown	Oct. 3 and 4
Glencoe	Sept. 25 and 26
Goderich	Sept. 26 to 28
Gordon Lake	Sept. 28
Gore Bay	Oct. 2 and 3
Gorrie	Oct. 6
Grand Valley	Oct. 4 and 5
Gravenhurst	Sept. 27 and 28
Haliburton	Sept. 26
Harriston	Sept. 27 and 28
Hanover	Sept. 13 and 14
Harrow	Oct. 9 and 10
Harrowsmith	Sept. 20 and 21
Hepworth	Sept. 27 and 28
Highgate	Oct. 12 and 13
Holstein	Sept. 26
Huntsville	Sept. 25 and 26
Hymers	Sept. 14
Ingersoll	Oct. 1 and 2
Inverary	Sept. 12
Iron Bridge	Oct. 5
Jarvis	Sept. 26 and 27
Kagawong	Oct. 3 and 4
Keene	Oct. 2 and 3
Kemble	Sept. 27 and 28
Kemptville	Sept. 6 and 7
Kenora	Aug. 21 and 22
Kilsyth	Oct. 4 and 5
Kincardine	Sept. 20 and 21
Kingston	Sept. 25 to 27
Kinmount	Sept. 14 and 15
Kirkton	Oct. 4 and 5
Lakefield	Sept. 18 and 19
Lakeside	Sept. 27
Lambeth	Sept. 26
Lanark	Sept. 13 and 14
Langton	Oct. 13
Lansdowne	Sept. 20 and 21
Leamington	Oct. 3 to 6
Lindsay	Sept. 20 to 22
Lion's Head	Oct. 4 and 5
Lombardy	Sept. 8
London (Western Fair)	Sept. 7 to 15
Loring	Sept. 29
Lucknow	Sept. 27 and 28
London (Western Fair)	Sept. 7 to 15
Listowel	Sept. 20 and 21
Maberly	Sept. 25 and 26
Madoc	Oct. 2 and 3
Magnetawan	Sept. 25 and 26
Manitowaning	Sept. 27 and 28
Markdale	Oct. 9 and 10
Markham	Oct. 3 to 5
Marmora	Oct. 1 and 2
Marshville	Sept. 20 and 21
Massey	Oct. 3
Matheson	Oct. 1 and 2
Mattawa	Sept. 19 and 20
Maxville	Sept. 27 and 28
Mavnooth	Sept. 20
McDonald's Corners	Sept. 28
McKellar	Sept. 21
Meaford	Sept. 27 and 28
Merlin	Sept. 20 and 21
Merrickville	Sept. 18 and 19
Melbourne	Oct. 3
Metcalfe	Sept. 18 and 19
Middleville	Oct. 5
Midland	Sept. 27 and 28
Mildmay	Sept. 17 and 18
Millbrook	Oct. 4 and 5
Milton	Oct. 9 and 10
Milverton	Sept. 27 and 28
Minden	Sept. 25
Mitchell	Sept. 25 and 26

Morrisburg	Aug. 1 to 3
Mount Brydges	Oct. 5
Mount Forest	Sept. 19 and 20
Murillo	Oct. 2 and 3
Napanee	Sept. 12 and 13
New Hamburg	Sept. 13 and 14
Newington	Sept. 26
New Liskeard	Sept. 13 and 14
Newmarket	Sept. 26 to 28
Noelville	Sept. 18
Norwich	Sept. 25 and 26
Norwood	Oct. 9 and 10
Oakville	Sept. 17 and 19
Odessa	Oct. 5
Ohswekin	Oct. 3 to 5
Onondaga	Oct. 1 and 2
Orangeville	Sept. 18 and 19
Oro	Sept. 14
Orono	Sept. 27 and 28
Orrville	Sept. 25
Oshawa	Sept. 10 to 12
Ottawa (Central Canada)	Sept. 8 to 17
Otterville	Oct. 5 and 6
Owen Sound	Sept. 11 to 13
Paisley	Sept. 25 and 26
Pakenham	Sept. 25
Palmerston	Sept. 18 and 19
Paris	Sept. 27 and 28
Parham	Sept. 20 and 21
Parkhill	Sept. 24 and 25
Parry Sound	Sept. 25 to 27
Perth	Sept. 5 to 7
Peterboro	Sept. 13 to 15
Petrolia	Sept. 20 and 21
Pictou	Sept. 18 to 20
Pinkerton	Sept. 21
Port Carling	Sept. 19
Port Elgin	Sept. 19 and 20
Port Hope	Oct. 2 and 3
Port Perry	Sept. 13 and 14
Powassan	Sept. 26 and 27
Prescott	Sept. 18 to 20
Priceville	Oct. 4 and 5
Providence Bay	Oct. 4 and 5
Queensville	Oct. 9 and 10
Rainham Centre	Sept. 18 and 19
Rainy River	Sept. 18 and 19
Renfrew	Sept. 19 to 21
Riceville	Sept. 27
Richmond	Sept. 20 to 22
Ridgetown	Oct. 8 to 10
Ripley	Sept. 25 and 26
Robbins Mills	Oct. 5 and 6
Rocklyn	Oct. 4 and 5
Rockton	Oct. 9 and 10
Rockwood	Oct. 4 and 5
Rodney	Oct. 1 and 2
Roseneath	Sept. 27 and 28
Rosseau	Oct. 5
Sarnia	Sept. 25 and 26
Sault Ste. Marie	Oct. 3 to 5
Scarboro (Agincourt)	Sept. 25 and 26
Schomberg	Oct. 11 and 12
Seaford	Sept. 20 and 21
Shannonville	Sept. 15
Shedden	Sept. 19
Shelburne	Sept. 25 and 28
Simcoe	Oct. 8 to 10
Smithville	Sept. 18 and 19
South Mountain	Sept. 13 and 14
South River	Oct. 4 and 5
Spencerville	Sept. 25 and 26
Springfield	Sept. 20 and 21
Sprucedale	Sept. 20 and 21
Stella	Sept. 25
Stirling	Sept. 27 and 28
Stratfordville	Sept. 19
Stratford	Sept. 17 to 19
Strathroy	Sept. 17 to 19
Streetsville	Sept. 26
Sturgeon Falls	Sept. 25 and 26
Sunderland	Sept. 18 and 19
Sundridge	Oct. 2 and 3
Sutton	Sept. 20 and 21
Tamworth	Sept. 13
Tara	Oct. 2 and 3
Tavistock	Oct. 2
Teeswater	Oct. 2 and 3
Thamesville	Oct. 2 and 3
Thedford	Sept. 20 and 21
Thessalon	Oct. 2 and 3
Thorndale	Sept. 24 and 25
Thorold	Sept. 18 and 19
Tiverton	Oct. 2
Toronto (C.N.E.)	Aug. 25-Sept. 10
Tweed	Oct. 4 and 5
Underwood	Oct. 9
Utterson	Oct. 2 and 3
Vankleek Hill	Sept. 19-21
Verner	Sept. 18 and 19
Walkerton	Sept. 26
Wallaceburg	Sept. 26
Wallacetown	Sept. 20 and 21
Walter's Falls	Sept. 25 and 26
Warkworth	Oct. 4 and 5
Warren	Sept. 26 and 27

(Continued on page 52.)

Rapid Changes in Merchandizing

General Outline of Important Changes That Are Taking Place — Mail Order Houses Are Developing Rapidly—Using Small Town Newspapers — Cutting Down Cost of Doing Business.

NEVER before in the history of Canadian trade have retailers, wholesalers and manufacturers been more interested in department store mail order trade development than at the present time. There have always been a number of men, in all branches of the trade, who have been inclined to scoff at the trade papers and merchants' associations when reference was repeatedly made to the great inroads which were being made by the mail order houses. Not a few of these men, including wholesalers and manufacturers, are now sitting up and taking notice. An article in this paper a short time ago told how a large mail order house is establishing branch offices in the smaller towns in Ontario. Still further developments on the part of mail order houses are now under way, and when the details are made known, as they undoubtedly will be when the plans take more definite form, merchandising methods will be revealed, which a few years ago, and even now in many places, were undreamed of and not considered feasible.

The merchants of one Ontario town were this week surprised to note in their local weekly paper a full-page ad from a Toronto mail order house.

Another small town paper, commenting on the ad., stated in part:—"The price paid is doubtless an attractive one, and will show the home merchants they never had a full appreciation of the value of a newspaper space. If the local merchants in other towns do not wake up soon, there will soon be a number of local papers carrying this company's ads. A merchant hasn't much game in him if he is afraid to risk a few dollars in telling what he is trying to do."

If the small town newspaper is not supported by the local merchants, is it any wonder that the publisher takes mail order business from the outside? It is true that some of the small town publishers have not made the best of their opportunities. They have not co-operated with the retailers in solving their advertising problems. On the other hand, there are many retailers who have not supported the local publisher as they should. There is no better form of advertising for the retailer than the local newspaper, provided it has a good circulation. It would appear that in many Canadian towns a crisis has been reached and the small town paper publisher has to decide whether or not he will accept the advertising of the mail order houses.

There are many small town publishers who, despite the many discouragements received from local retailers, have refused to accept mail order advertising. They have felt that in doing so they

have shown a true spirit of loyalty to the home community. Loyalty works both ways, however, and it would appear that in some towns the local publisher has received very little thanks for the attitude he has taken in this important matter.

There are many retailers who are more than holding their own in the face of strenuous mail order competition. There are others who are falling by the wayside. There is no good reason why the average retailer who is willing to work hard and intelligently cannot combat mail order competition. Merchandising methods are changing rapidly. There have been many important changes since the outbreak of the war, and others will follow. More will be said about these changes in future issues of CANADIAN GROCER. Suffice to say that most of these changes are being noted and quickly acted upon by the large department stores and mail order houses. These changes are not confined to the trade in Canada alone, they have also become quite pronounced of late in the United States where the mail order houses originated. One of the biggest moves to-day on the part of department stores and mail order houses is to reduce the cost of doing business. This cost has been exceedingly high for some years past.

The general tendency is towards the scrapping of old retail evils. The new tendencies have been splendidly outlined by Wm. R. Hotchkin, in a recent issue of "Printer's Ink." Mr. Hotchkin was for ten years advertising and sales manager for John Wanamaker, New York. A number of revolutionary changes mentioned in the article, will give the reader some idea of the trend of events. The article in part follows:—

"Just when the octopus of 'Expense' seemed to have gotten his deadly arms securely wrapped around the full volume of department store profits and was slowly but surely sucking out all the nourishment that largest endurable gross profits could produce, the great world disaster seems to be bringing temporary and perhaps permanent relief.

"In secret councils and in public conventions one overpowering burden is now being discussed by merchants; though it has been foreseen and feared by merchants of vision for almost two decades. This 'devilfish' of commerce is commonly known as 'The Cost of Doing Business.' Years ago a retailer might confidently expect to get through the year with 12½ per cent. of expense; but that was ages ago, tormented dealers will say. When the day came that the cost of doing business passed the 20 per cent. mark, careful merchants began to prophesy disaster; but business was

good; manufacturing processes were cutting down costs and everything looked so cheap, or was so greatly 'cheapened,' that rising costs of distribution were more than taken care of and were unnoticed by the buying public.

"For another six or eight years the youthful monster, 'Cost of Doing Business,' enjoyed a further fattening process, while retail selling rolled merrily along to the merchandising tune of 'beat your day, beat your day, beat your big day last year!'"

"Everything was sacrificed to the friendly monster, 'Volume,' for every merchant seemed to think that if the friendly elephant, 'Volume,' would grow fast enough he could always conquer the savage mastodon whose nickname was 'Expense.' The sinister conditions were never recognized during the years that cost of doing business rose to 25 per cent., 27½ per cent., 30 per cent. and then bulged, while gross profits, in spite of discounts and other devices, rose to 33 1-3 per cent. and then slipped back a point or two before they could be caught.

"Just the other morning several open-eyed merchants discovered that the plump young mastodon had turned savage and had his seven-foot 'molars' firmly fixed in the neck of the friendly elephant, so that 'gross profits' were threatened with total elimination by the now overgrown and seemingly uncontrollable 'Cost of Doing Business.'

"Hence the conventions and the appeal to the National Board of Defense; and the now determined demands for 'co-operative delivery' or parcel post delivery for store goods—the demand for an immediate cure for 'the returned goods evil' and a nation-wide acceptance of the no-service, no-delivery, no-credit principle on certain lines of goods.

War Forcing Old Evils Forward For Solution

"The intolerable conditions are to be faced; the wasteful 'evils' are to be cured. The public is to be re-educated. We won't serve bread and butter free any more; and if you order a broiled grouse you can't change your mind after it is put on the table and have lobster a la Newburgh instead.

"While these conditions have grown acute in store finances, a counteracting tendency has been growing in the minds of the public.

"It must have been about fifteen years ago that Marshall Field organized his 'basement store,' appealing directly to people who wished to profit by the economies that it offered, on the principle of using less valuable floor space for the selling of low-priced goods.

"It was an immediate success and has

since grown to a greater annual volume than most other stores in Chicago have attained throughout their entire buildings. John Wanamaker started the same idea in New York about the same time—away up on the then top floor, which was least valuable. It was called 'The Under-Price Store.' Later it was moved to the basement, where it remains to-day. Now the basement store is a common feature all over the country and widely successful.

"A few years ago a clothier in Boston tried out the same principle on the second floor of a back street—appealing to the intelligence of logical men by advertising the economy of walking around the corner and upstairs to save ten dollars on a suit of clothes. Of course, he didn't save his customers ten dollars on a \$25 suit for \$15, for even if he got his store rent free and sold all the clothes himself, it couldn't be done. But the principle for which he argued was convincing; the promoter was a mercantile genius, his clothing was cheaper than elsewhere and he created a great business. At the same time he established the principle of the 'upstairs clothing store,' which has since spread all over the United States and brought into existence an almost equal number of stores for women on upper floors at cheap rentals.

"These 'upstairs stores' do not deliver goods free. They do not give credit. They do not make alterations free of charge. They have the courage to 'stand pat' on their principle—to give nothing but the goods for the price paid, and to make a definite charge for every service rendered beyond.

"All of these conditions have been accepted by the best women when buying groceries. In Montclair, N.J., the big meat and grocery business is done by the cash stores that make the purchaser carry her own goods home. One might think that this policy would confine the business to poor people; but that is far from the case. Women of all classes lug home their own parcels, and processions of automobiles carry the shoppers to the cash stores and carry home the packages.

"Now what do these evidences prove?

"First, that people of all classes have discovered that the enormous overhead costs of the usual store have to be paid by the customers of those stores, and they are determined to avoid paying them.

"They are tired of receiving 'privileges' that cost an extra 10 per cent. out of their own pockets on everything they buy!

The Burden of Department Stores

"The big department stores, with all their 'service' and their catering to every whim and imposition of woman's fertile brain, are piling such a burden of extravagant costs on the necessary 'make-up' profit on their goods that they have reached the verge of the precipice. They cannot go on. They must turn back.

"They have bragged about their 'liberality' for many years—they have begged customers to get their money back—they

have contended that 'the customer is always right'—they have begged people to let them send six articles home, when only one was wanted. Now they haven't the 'face' to say, 'We don't want to give you these privileges any longer.'

"Then came the war—and the President's warning against waste. And every merchant under the sun knew that he was guilty—that to have to add forty per cent. to the wholesale prices of goods, for the mere service of handling them to the people who wanted them, was an outrageous imposition on the credulity of the public—to add preposterously to the high cost of living! And then the pity of it all! After searing his conscience and robbing his customers to find that even then he had scarcely pulled through the year without actual loss!

"And so the war is going to slay the mastodon. The Government is going to urge people to carry their own parcels, and not to ask to have things sent home on approval. The high cost of doing business is to be lowered, so that stores may be able to ask smaller profits and make rules for lower 'mark-ups.'

"Three years ago I wrote a letter of merchandising advice to a list of clients in which the following statement appeared:—

"Reducing complaints and expenses in the delivery department is one of the big problems of storekeeping—growing bigger and harder of solution every day. What merchant has not looked with envy upon the five-and-ten-cent store and the dealer in candy or books, who have practically no delivery problem at all? In your store, after the sale is made, half of the expense and worry is just begun. The goods may be lost or damaged—it may go to the wrong address—the wrong goods may be sent—it may be sent C.O.D. when it should have been charged—or the boy (wearing your name and livery) may be impolite when he brings it to the customer's door.

"Who has not spent days and nights worrying about the delivery department, with its trouble-breeding ally, the packing department—killing off customers as fast as advertising could bring new ones in—piling up figures of expense that tore a deep gash in the net profits? Fundamentally, two great principles are wrong in present store ideas about delivery:—

"1. It is economically unsound for each store to build up and maintain its individual delivery system, while six or sixty other concerns cover the same routes each day with their independent deliveries. That is definite and costly waste.

"2. It is folly to deliver the light and fragile goods in the same wagon as the heavy goods, requiring thick and expensive wrapping to protect a piece of glass from furniture and the like. It wastes time of packers, packing material and takes a large space for packing.

"Local retail associations may reduce the cost of living—the cost of doing business and many troubles of merchants

—by organizing a co-operative delivery system or a local express business that will efficiently deliver all the merchandise sold by all stores.

"It has been a superstition with merchants that individual delivery wagons were stupendously valuable advertising. But it is my unqualified opinion that most store delivery wagons advertise a store's weakness, rather than its strength, for the best delivery service makes frequent errors, and one error makes a stronger and more lasting impression than a hundred deliveries perfectly made. Whatever the advertising value may be it is vastly less than its present cost.'

"This statement, burned into my mind during years of experience, is still my belief, and is now being widely confirmed by merchants who are to-day voicing the same opinions.

"The individual store delivery will soon be archaic. The question to be decided is whether to organize a co-operative delivery system or to use parcel post and the regular express services. To me it does not look like a question at all. A co-operative delivery service will retain a measure of responsibility for all the stores, and a lack of efficiency by reason of a lack of individual direction.

"Ultimately, the cost of every delivered parcel must be paid by the purchaser, and the person who pays should select the carrier. But even while stores pay the 'freight,' or postage, they should, in my opinion, use the existing channels of delivery—the parcel post as far as it can do the work; then local express companies for the balance. The delivery problem will never be solved and settled until the salesperson can say: 'How do you wish to have the goods sent, madam?' with the knowledge that the customer is paying for the delivery herself.

"It is obviously unfair and unendurable to assess part of every delivery charge on the price of every article in the store, as is the case to-day; for while this policy lasts, the customer who carries her own goods is at the same time helping to pay the cost of delivering everything bought by the woman who won't carry even a spool of cotton. She won't stand it when she knows, and to-day the small shop dealer is telling her all about it, and getting her trade.

Big Waste Lies Here

"But a greater cost than expensive rentals and far greater waste than free deliveries is the 'returned goods evil.' Two years ago I began to impress my clients with the stupendous cost and the public menace of this preposterous habit. To-day even the Government is acting to cure the evil, chiefly perhaps because of the obvious waste of man power, especially in the ages required for military service. Even the Government does not realize the jeopardizing contamination that takes place where more than a quarter of all the goods sold are indiscriminately delivered to all sorts of homes—in sickness and in health—only

to be returned to the stores that sent them out, then sent into other homes harboring germs of disease gathered during their precarious journeys.

"Then think of the cost of the double delivery of 'returned goods.' One store found that every charged purchase had to go through thirteen hands going out, but required the attention of seventeen people when it was returned to the store. The efforts of thirty people were an absolute waste, every time an article was returned to the store.

"Then get this fact. If 25 per cent. of all goods sold by a store are returned (and that is the average to-day), that the selling and handling expense of the returned goods transaction must be doubled in your figures, because the cost of bringing the goods back is greater than the sending of them out—and it must be added. This makes the equivalent of 50 per cent. of the store's goods handled at a total loss—sheer waste effort.

"Thus the 75 per cent. of goods that stays sold not only carries its own burden, but it must also carry and support the cost of the total waste effort expended upon the 50 per cent.—'returned goods' or an extra burden two-thirds as great as its own selling and delivery cost. This means nothing less than that if the natural cost of selling the goods that stay sold should be 18 per cent., the 'returned goods' habit raises that cost to 30 per cent. That is the fact that is killing retail profits.

"That is the fact, based on indisputable figures, which is going to astound the nation!

"It means that on every \$1,000,000 worth of goods sold by retail stores, there is a waste of \$120,000, by reason of the 'returned goods evil.' If New York

City stores sell \$200,000,000 worth of goods annually, the direct loss from the 'returned goods' habit costs these stores and these people twenty-four million dollars every year!

"Has any merchant the right to 'confer' on his individual customers an alleged 'privilege,' for the support of which the people of the city must pay \$24,000,000 every year? Yet they say that even if some stores do agree to stop the return of goods, others will refuse to do so and thereby compel all to continue. And perhaps they will.

"If war cures these evils, it will have rendered a splendid service to retailing in America, that may repay eventually a large part of its cost in everything but the precious American lives.

"Now what will these changes, if they come, mean to American manufacturers—particularly the big national advertisers?

"First, it will change the mandatory profit figure of the retailer, who now says, 'Nothing doing,' when a product only offers 25 per cent. profit. He is going to learn that an average profit of 25 per cent. is all that any self-respecting merchant will dare ask, in the near future. This will change his attitude of mind toward goods that are so well advertised that they are half sold when he puts them in stock. It will at the same time cure him of his love for private brands, which require double the selling effort of advertised brands.

"A vast deal of the trouble between manufacturers and merchants has been because of the exorbitant profit that wasteful merchandising methods now demand. In my opinion this will disappear everywhere but in the minds of merchants of the old school, who are out of touch with newer merchandising

and advertising ideas with the reduction of storekeeping costs.

"The changes required seem revolutionary. It seems incredible that old methods and principles that were so enthusiastically exploited and so earnestly fostered a decade ago, should now be thrown into the discard. But they have served their purpose and we have paid all that we can afford for them. Now we must get down to realities. We must eliminate the waste—the waste of dollars—the waste of time—the waste of man-power. When that is accomplished, the retail business will be vastly safer and more satisfying than it has ever been, and national advertisers will find friction in their merchandising. Price maintenance will solve itself, for only extravagant profits on other goods have made it possible for piratical dealers to cut the fair prices on famous trademarked commodities.

"There is every reason why manufacturers and retailers should all pull together to secure public action or Federal legislation that will eventuate in curing the wasteful and unnecessary 'evils' from which retail stores now suffer."

The foregoing information should prove of interest to all branches of the trade. In future issues of CANADIAN GROCER further detailed information will be given regarding the changes in merchandising as they are peculiarly affecting the Canadian trade.



Four buildings, including the general store of C. Cooper were destroyed by fire at Deroche, B.C., recently in a fire which for a time threatened the whole town.



A fine example of modern store display. The Walter Paul Store, University Street, Montreal.

Orderliness and System Business Builder

How the Changed Conditions of Life Have Introduced a New Demand in Business—
How in Meeting This Demand the Merchant Can Best Face One of the
Gravest Difficulties of His Business Life — The Psychological
Value of a Good Appearance.

IN the good old days of the early grocery store, equipment amounted to nothing at all. People did not see the need of it so much. Home life was a rougher affair, and people were not as sensitive to impressions as they have since become. Sanitation had not become a fetish. The biscuit barrel was the centre of the life of the community, and as a close second came the spittoon.

People are wont to speak with tearful affection of the "good old days." Well that may be all right in certain regards. But in methods of merchandise, in systems of business, in store arrangement and sanitation the former days were the dark ages compared with to-day.

Of course there are still plenty of specimens of the old time store still to be found. There are communities, where all the old equipment or lack of it, is doing duty as of yore. Both

throughout the country from coast to coast, there is a growing alertness in business that is illustrated in the desire for better methods, for better materials, and for better instrumentalities of business.

The Changing Viewpoint

People have become more or less accustomed to modern ways and modern equipment, and as many merchants have found, the adoption of these better systems of business have meant at once a material increase in their business. People have grown used to attractive surroundings, they have been schooled in ideas of cleanliness and order, and whether knowingly or not they are influenced by the presence or absence of these qualities.

Of course the oldtime merchant doing business in the oldtime way does not see that his business is going back, or if

he does he lays the blame on the changing times, and newer forms of competition. If he saw more clearly he would be the first to change his methods. The fact that he does not see is the great opportunity that has presented itself to great merchandizing industries, and they have taken full advantage of it. These activities are bound sooner or later to be the death to the old fashioned store and the obsolete methods. Only modern business systems and activities can stand out against a great centralized industry. But the up to date merchant has little to fear; indeed he fears little. He knows his business. He knows how to serve the people well. He knows how to make his store an attractive place for the customer, and an inducement to more extensive trading. The best way of meeting the competitions of present trade, is to meet them on an equal footing, by keep-



Modern bin fixtures in the store of Wm. S. Hunter, Prospect Avenue, Hamilton, Ont.



A view of one of the departments in the Hudson Bay Co. Store, Calgary, Alta.

ing the store surroundings as bright and active and cheerful as may be and the store's activities on the same basis.

This is not intended to be an argument to induce a merchant to plunge into equipment more deeply than his situation warrants. There is reason in all things and a very little care can make even the most unpretentious surroundings bright and attractive and trade bringing. On the other hand a merchant owes it to himself to see that the surroundings in which he and his clerks work are as modernized as he can afford. Such surroundings unquestionably have their effect on a customer. The quality and business of the stores in which you find such equipment is sufficient evidence.

But there is also the effect to be considered on the merchant and his clerks. Everyone knows the effect of an ill kept and badly clothed body on the mental attitude of a man. The downtrodden appearance very soon develops a downtrodden state of mind. The same argument might be used of general surroundings. The brighter and more attractive the store, the more pushing and up to date its equipment, the more zest there will be among the selling staff. It has been proved time and time again. New store surroundings have made better business, because they have engendered a better spirit. For every reason that can be thought of modern store methods and equipment are among the most valuable assets that a merchant can have. One that it is a poor economy to be without.

KEEPING PICKLES IN SUMMER-TIME

John Hermanek, department manager for Sheppard-Strassheim Company of Chicago, offers the following suggestions for keeping pickles during the summer months:

"If the retailer will remove the covers from the packages containing his sour and dill pickles, during the warm weather, and will see that the pickles are well covered with brine and then use a piece of cheese cloth over the top of the package just under the brine, leaving the wooden cover off entirely, he will find that the pickles will remain firm

and will yield the same profit as in the cold season. If the packages are kept tightly covered, the brine and vinegar act as a fireless cooker and soften and spoil the pickles.

"For your cask lots, remove covers and leave off entirely until colder weather sets in, using instead of the wooden covers, one made of the inside of a sugar-sack or cheese cloth which has been dipped in cold water and placed over the pickles, the same as with sauer kraut. This cloth should be washed out or cleaned every five days, and will insure the keeping qualities of the pickles."



Showing part of the modern equipment in the new store of Adams Bros., Kent and Cambridge Streets, Lindsay, Ont.

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THE Canadian Government has hired a coal expert to help them out in the present trying coal situation. His salary of \$25,000 a year is quite in keeping with the present price of coal. He will have to get busy quickly if he is going to earn it.

* * *

IT IS up to the Department of Trade and Commerce to see that the resources of the British nation in the defence of which Canada and the other dominions are fighting, are not used after the war to aid and foster the competition of British manufacturers on our home markets.

A QUESTION OR SO FOR MR. HANNA

THE Country has been expecting great things of the Food Controller; and he has done some wise and helpful things to assist in feeding the Country. While not wishing to cavil in these times, there would seem to be a straining to do something while there is left undone the obvious things. Wheat for the manufacture of alcohol has been banned. Yet wheat is only one three-thousandth part of the grain actually used in the manufacture of alcoholic beverages. Yet none of those other grains, the backbone of the liquor industry, have been touched. It is made an offence for restaurants to serve beef on two days in the week. Well and good as far as it goes. But a full grown steer will weigh 1,500 pounds and will provide nearly half a ton of saleable meat. A calf will weigh roughly about 96 pounds and will provide only about 60 pounds of meat. Yet the Controller is

permitting the destruction of calves so that the well-to-do may eat veal. A lamb will produce less than one-tenth of the meat that is to be obtained from a sheep. Its fleece is a negligible quantity beside the heavy fleece of the grown sheep. Yet lamb is still to be had in season.

Butter has reached the highest figures known for years in the usual time of plenty, but there has not, yet been any step toward removing the legal barriers against the sale of oleomargarine, a wholesome and inexpensive product, the use of which might be a means of great saving in materials that could be devoted to the making of other necessary food products.

Mr. Hanna's activities have been all very well in their way. But they appear to an interested observer, as a gallant tilting at windmills when there is a whole world of actual dangers around.

How long will it be before Canada will learn to move in a straight line to meet the emergency, without such obvious detours to avoid the sensitive toes of the many interests?

PROTECTION FOR INDUSTRIES

THE proposal for the establishment of the British Trade Corporation—the formal name given to the original project for a British trade bank—has given rise to considerable discussion in England as to the scope of the operations of such an organization. The difficulty seems to be to make clear to industry and business that the main idea is to give financial and other assistance to established foreign traders rather than to build up a competing concern. Briefly, the idea, as explained by Sir Albert Stanley, president of the Board of Trade, is to take a leaf from the German book of trade organization to meet competition in export markets in the future.

Although there has been nothing said about the interests of Canada or the other dominions in the proposal the matter is one which should have the close attention of our Department of Trade and Commerce. It has been made evident that it is the "colonial" market and the foreign competition therein with which the British manufacturer is chiefly concerned and with which the Trade Corporation proposes to deal.

In Canada and in the other dominions there will be no objection to extending more favorable concessions to British or Allied manufacturers than to those of Germany or Austria. Advantages over these nations in a business way are part of the fruits of war to which the Allies should be entitled.

At the same time the industries of the Dominions are entitled to protection from anything like artificial competition from those of Great Britain. They have been organized during the war period to serve the nation and all consideration as regards favorable conditions when peace again prevails, is due them.

New Pack Pea Prices

Announced at \$1.67½ and \$1.70

Packers Assert Hot Weather Cut Pack Off and in Consequence They Will be Able to Deliver Only 40 Per Cent. of Orders—Salmon Expected to be High.

CANNED GOODS.—Prices on new pack peas have been announced by the packers during the week, and wholesale grocers in accordance therewith have named their prices as follows:

	Class A	Class B
Standard peas, doz.	\$1.70	\$1.67½
Early June	1.77½	1.75
Sweet Wrinkle ..	2.02½	2.00
Extra Sifted	2.32½	2.30

Above prices are f.o.b. factory points. For delivery in Toronto add 5c per dozen to above prices. There will, furthermore, be only a pro rata delivery of peas. Where ordered as Standards or where grades are not specified, delivery will be 25 per cent. Standards, 10 per cent. Early June, 5 per cent. Sweet Wrinkles, making a total of 40 per cent. Where grades are specified deliveries will be pro rata as follows: Orders for Extra Fine Sifted, 25 per cent. of same; orders for Sweet Wrinkles, 40 per cent. of same; Early June, 40 per cent. of same; Standards, 25 per cent. of Standards, 10 per cent. Early June, and 5 per cent. Sweet Wrinkles.

Canners assert the pack of peas has been very disappointing, as not more than 40 p.c. of orders will be delivered. This is so contrary to the expectations, no later than two or three weeks ago, and this condition will come as a big surprise to nearly everyone connected with the trade. Canners, however, state that the continued warm and dry weather caused the peas to develop so fast that the pack was cut short. There was excellent promise of a fine pack, but the heat came and ripened the peas like a tropical sun.

Outlook for Tomatoes

The outlook with respect to tomatoes is still in doubt. Just at the present time the weather is quite favorable for a good crop. But the continued wet weather of the spring and early summer caused the vines to have a big growth, and it is thought possible the production may be reduced because so much of the strength has been given to growing of the vine. However, if weather continues favorable, there may be a very good crop. But just at the present indications do not seem to point to a full crop. Conditions are so far favorable for a good pack of corn. Salmon prices, while they had not been announced at the time of writing, were expected in the near future. Advices from the coast received during the week, and from a source which is reliable, stated that the pack is disappointing, and will not be more than 75 per cent. of four years ago. Prices are expected to rule high, and may open at a figure that will make the quotation

basis to the retail trade from \$3.10 to \$3.25 for sockeye. The pack of cherries has been quite gratifying, and 100 per cent. delivery will be made on these. Strawberry pack has been light, and canners will make only about 70 per cent. delivery of orders. Strawberry 2s are quoted around \$2.90 per dozen to the retail trade. Red cherries in opening prices are quoted around \$2.45 to \$2.50 for pitted, and at \$2.20 to \$2.25 with pits in. Quotations have been withdrawn by canners on strawberries and raspberries in glass jars until further instructions.

Canners' Statement.

In speaking of the situation with respect to peas, the Dominion Canners, Ltd., in an announcement to the trade, dated August 10, says:

"We are very sorry to have to advise that the pack of peas this year is again disappointingly small. Notwithstanding the strenuous efforts put forth by us to make a good-sized pack, weather conditions were entirely against us almost from the first.

"In June our estimates of pack were such that we felt fairly confident with favorable conditions we would be able to fill our early orders in full. Practically, without exception, every factory has fallen far short of its June estimates. In some instances, factories that should have packed in the neighborhood of fifty to sixty thousand cases of peas, have only packed ten to fifteen thousand cases. The pack at some of the factories has hardly warranted operating owing to the extremely high cost for overhead expense due to the extremely small pack.

"It is comparatively easy for a business man to appreciate that the cost at a factory putting up a pack of only nine to ten thousand cases, is enormously increased when preparations have been made for a pack of fifty to sixty thousand cases.

"We deem it advisable to offer this explanation in view of the fact that we are only able to announce a pro rata delivery of about 40 per cent. of total orders, booked prior to May 15.

One of the reasons for our high costs this year is, that in order to induce farmers to grow peas for canning purposes, some of the factories had to contract by the acre instead of by the ton. Consequently, owing to the short crop, this has made the price of peas extremely high, showing a variation in the cost between some factories of not less than 65c per case.

"Our opening price for peas this year is from 40 to 50c per case less than the peas brought in from the United States. We merely mention this so that you will appreciate that we have not taken ad-

vantage of the tariff as we might have done, had we desired to secure a maximum price.

"Fortunately for ourselves, as well as for the trade, we have booked our orders this year subject to pack. If we had this year, as previously, made a guaranteed delivery, you will appreciate that in order to protect ourselves, the price would have been enormously higher, because the available supply in the United States, where we would require to buy to make up our shortage, if we are correctly advised, is limited, and it would not require a strong demand from this side to put the U.S. prices very much higher.

"For your information we may tell you that the outlook for the later crops is not at all encouraging, and if we have a light pack of these later crops as well, this will materially increase the overhead cost all round.

"We regret that it has not been possible for us to put the Standard peas on a 15c basis for Ontario, but we think it would be a good plan if the retailers, in view of the high prices, should sell on odd cents instead of on a basis of 10c to 5c. For instance, a tin of peas could be sold in Ontario and Quebec at 18c, and show the retailer a good margin of profit."



FOOD SUPPLIES FOR BRITAIN

A report on the probable nature of the the British demand for Canadian food products and the question of transportation is dealt with in a recent bulletin by the Department of Trade and Commerce at Ottawa. Producers of several lines of food products in Canada are faced with the problem of what may be required for export to Great Britain and as to the possibilities of tonnage therefor. Such lines of food as are disposed of to the British Government or the War Office by contract, will of course be taken care of in the matter of transportation. In the matter of wheat, flour and cheese, arrangements have been made, and all of these products that can be raised will be required.

In the case of bacon, eggs, butter and poultry, similar conditions do not prevail, but it is possible to estimate the quantity Great Britain will require and define the possible market there for supplies raised here. From the best information it is evident that the quantity of bacon required is likely to exceed the amount taken last year, and if supplies from Denmark are reduced, as seems probable, the excess required may be considerable. Eggs and poultry will probably be required in about the same quantities as last year, but they are not regarded as such essential supplies as bacon, and imports are more likely to be limited by the shipping situation. Supplies of butter from Denmark may be greatly reduced in the near future in which case butter will be required from Canada in quantities greatly exceeding the normal.

store and sees the shelves filled with his firm's goods he will be slow to arrive at the conclusion that the merchant has no order for him. There is a possibility that he may need some goods. He may even have an order in spite of all that is on the shelves.

He will avoid calling on a customer when in a hurry to catch a train. We are all more or less easily influenced, and he may see you are in a hurry and let you go—without an order.

He will be careful not to expectorate on the merchant's floor but will go outside to do so.

He will not sample goods in the store unless he pays for them as the merchant has paid for them in the first place and they belong to him. He will not let the idea enter his head that he is the whole thing. It is foolishness that breeds contempt and many may dispute his right to retain such an erroneous idea. He will not make a confident of other travelers nor will he betray confidence by carrying what one customer tells him to another. By betrayal of confidence in this way he may kindle a fire that may consume and destroy him. He will not enter a store as if he were there to kill time.

But will by his actions impress on the merchant that his time is valuable and by so doing will train him to appreciate the value of time. He will be careful not to overload his customer with goods and will prove his friendship by the interest he takes in the care of goods sold.

When he finds the goods he has sold stored out of sight, where they have no chance to speak for themselves, he will by suggestion try to get the merchant to bring them out of their hiding places and put them where they can be seen. He will not be too big to do this himself, if they will let him. When perishable goods have spoiled from lack of care, no matter how nasty or dirty the job may be, or how much he may feel the merchant is to blame, he will cheerfully take off his coat roll up his sleeves and clean the matter up, showing them how it should be done. In this way he will teach them a lesson at which they cannot very well be offended, however much ashamed they may feel.

The Traveller and the Clerk

Sometimes it will fall to the lot of the traveller to teach the clerks wholesome lessons without saying a word for which the employer should feel grateful and no doubt he does although he may not say so at the time. Every salesman should be an educator, in advance of his customer, and every customer's interest should be his interest for in looking after the interest of his customer he is looking after his firm's best interest and is consequently advancing his own. It is pleasant to hear my customers say, 'What do you think about it? Do you consider that I can sell it, if so send it along! Would a man be wise who would betray such a confidence?'

It may appear sometimes that you have lost a customer by adhering to the truth, but never fear, the truth will ac-

complish the mission on which it was sent and your business increase to proportions far beyond your expectations. There will come a day when the man who denied you an order because you told him the truth and refused to tell a lie will come to you and deal with you sooner than anyone else. He has been deceived by others, he will deal with you because he can rely on you. You will not only get his trade but that of his friends. The safety of the business world to-day hangs on the man whom it can trust, who will never give up a principle for monetary consideration and never let his eagerness for an order lead him into a lie. The salesman has a lot to do with the molding of his customers' ideas and business habits. There is a peace of mind in dealing with the man you can trust that is unknown when you deal with one who is untrustworthy. Honorable success, being the desired goal, he will study the athlete in conserving and developing his forces. He will retire at a reasonable hour so that his physical system may have time for rest and recuperation. This cannot be done by setting in a beclouded room playing cards and inhaling vitiated air, until all hours in the morning after a hard workday. He will also avoid sitting in smoking cars all the way between stations and will not spend his time talking all the way between towns but will reserve his forces and concentrate his thought on the customers he is about to meet. He will not inflame his mind with sensational novels but will store it with literature that is soothing, healing, invigorating and full of good sound common sense, for he must remember that if he would be great he must feed on the great. A successful salesman is one who forgets himself in his interests to advance the interests of his house and customers. In this way he can become truly happy.

"When a salesman thinks only of himself he is too small for the road. In thinking of others he becomes a broad-minded and useful man. The successful salesman is essentially a man of character. It is the crown and glory of his life, the noblest possession of a man and is the result of proved honor, rectitude and consistency. It is bound to produce befitting results. If he carries the class of goods I do," said he, "which are a line of the highest class table delicacies, he must be extremely particular as to the cleanliness of his sample case. It should be filled with samples of the kinds of goods he has for sale, and besides these he should carry at least three spotlessly white table napkins and three or more celluloid spoons, as well as a box of silver spoons, a silver fork, knife, and a few white paper napkins, also a pad of white paper cut into small squares.

"After he has entered the store, arranged his samples to the best advantage on the grocer's counter and discoursed on their merits he will let the merchant, clerks and any customers who happen to be in at the time taste them. Then when he has taken his order he will first of all, wipe his spoons, etc., with

a piece of the white paper and finish with napkin. In this way people are impressed with his cleanliness and need not hesitate to taste his goods for fear of contracting disease. He will also be careful to keep the necks of his bottles clean and polished and will not carry the samples too long. There is an attraction in fresh looking goods. If he happens to run up against a customer, as I have sometimes, who has to take the plug of tobacco out of his mouth to taste the goods, he will not permit him to put the fork or spoon back into the bottle until it is cleaned. I have known salesmen, who considered themselves up-to-date, to lose valuable sales through using the weed, through it they have spoiled the flavor of their own samples as well as those of others. He should eschew all narcotics if he wishes to be an expert salesman. As an illustration I will relate to you an instance which came under my own notice a short time ago. It was what they call sampling day. There were quite an array of tea samples on the counter and the proprietor, with a number of travelers was testing them. One of the travelers before entering the store had been smoking. He was invited to try the samples and give his opinion. After he had tasted the tea an expert entered whose opinion was to be final. He lifted a cup and smelling it as he invariably did to get the aroma, put it down, saying, 'The sample is spoiled.' 'How is that?' enquired the others. 'Well,' he said, 'some of you fellows have been smoking and some of the tobacco has dropped into the cup. I must have fresh samples before I can give an opinion.'

"So you see that the tongue must be clean if you wish to distinguish the finer flavors and qualities and detect deficiencies.

"In the matter of judging credit many little things influence the experienced traveler in arriving at a decision which are overlooked by the inexperienced, how the stock looks, how the door-step is worn the part of the counter where the scales are, the appearance of the merchant, his disposition, his mode of recreation, the esprit de corps of his clerks, their address, conversation and attention to customers, and the general atmosphere which pervades and permeates the establishment. All these little things are noted and weighed by the expert salesman."

By this time we had reached his place of business, so we shook hands and parted.

After he had left I pondered on the personality of the man who reminded me of nature's nobleman.

No airs, no rudeness, no pretense,

No lack of plain good common sense.
No boorish manners that annoy;

No vicious habits that destroy;

True manliness and grace he wore upon his face.

A gentle honest air no pretense was there.

I remembered his parting words, "The truly successful salesman is the man of whom God has full possession, without His help the best of us are failures."

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

Grocery store of Mr. McKenzie, at Glace Bay, N.S., was recently burglarized and a quantity of goods stolen.

Pacific Dairy, Ltd., has been incorporated at St. John, N.B., with a capital of \$40,000 to conduct general dairy business.

Walter W. Inches, of St. Stephen, N.B., senior partner in the firm of Inches & Grimmer, grocers, died on August 10 after a brief illness. He is survived by his wife and one son, Lieutenant G. Inches. He was prominent in various fraternal orders and took an active interest in politics and was an excellent citizen.

Harry L. Williams, one of the leading retail grocers and provision merchants of the north end of St. John, was found in his store murdered on the night of Tuesday, August 7. At the time of writing the murderer has not been located and no motive for such a crime has been learned. He had been working late on his books and had been in conversation with a neighbor a few minutes before. He was regarded as a man of high character, devoted to his business and his family and was not known to have any enemies. His books showed his business to be in a prosperous condition and there was no reason for suicide, even if evidence had not shown that to be impossible.

Quebec

G. Cote, general store, Lt Tuque, Que., has sold assets.

Tabah & Company, general store, Brownsburg, Que., has sold assets.

J. J. Duffy & Company, wholesale coffees and spices, Montreal, has dissolved.

Mr. Rivard, bookkeeper, the D. Hatton Co., Montreal, is taking his vacation this week.

B. Trudell, of the staff of L. Chaput, Fils et Cie, Montreal, has returned from his vacation.

W. F. Leonard, of the Leonard Fisheries, Ltd., was a business visitor in Montreal during the past week.

C. Ritz, manager in Montreal for the Robin Hood Mills, Ltd., spent a few days this week in Ontario on business.

Both city and country staffs of travelers for L. Chaput, Fils et Cie, Montreal, are now again on their rounds after the summer vacation.

V. A. Jolicoeur, of the staff of the D. Hatton Co., wholesale fish dealers, Montreal, is back at his post after a short vacation, spent in the country.

T. Ward, of Joseph Ward & Co., wholesale grocers, Montreal, has returned to business after a short holiday trip by automobile in Quebec Province and beyond.

A. E. Cox and P. R. Minto, of the Montreal staff of the Cowan Co., Ltd., were visitors to Toronto, and the head-

quarters of the firm there, during the past week.

A. W. Bowen, tea expert, of Grace & Co., Ltd., New York and Montreal, was a business visitor to the Montreal offices of his firm this week, and renewed acquaintance with friends in the city.

Joseph Laporte, of Laporte, Martin, Limitee, wholesale grocers, Montreal, has been indisposed of late, and has been absent from business for a week or more. He is, however, expected back fully recovered before long.

James McMenamin has retired from the staff of the Canada Sugar Refinery this week, after having been employed by the firm continuously for no less than sixty-three years. He arrived in Montreal from Scotland in 1854, coming with the late Sir George Drummond.

A. D. McIntyre, of A. D. McIntyre & Co., Chicago, one of the largest firms handling eggs in that city, was a business visitor to Montreal during the past week. Mr. McIntyre is an Ontario boy, having been born at Paisley, Ont., and is one of the many Canadians who has made good in Chicago. He has many friends in the trade in Montreal. Referring to conditions as affecting eggs in Chicago, Mr. McIntyre expressed the view that all holdings of eggs in Chicago this year will be used up. Already they are taking eggs out of cold storage in Chicago, as the local article newly off the farm at this time is only fit for No. 1 eggs.

The many friends of J. E. Hunsicker, veteran grain merchant of Montreal, whose offices have been established in the Board of Trade Rooms for a considerable time, and who has been a member of the Board of Trade for many years, will be sorry to hear that Mr. Hunsicker has been confined to hospital for a time following a slight shock, the effects of which, it is hoped, may be only passing. Only the other week Mr. Hunsicker returned from a holiday of a couple of weeks' duration in the Maritime Provinces. The great wash-out on the railways of Quebec Province held him delayed on his return home, but he arrived in good health and spirits, and looking brisk and much younger than his years. News of his having suffered from shock came as a surprise to many business acquaintances, and sincere hopes are expressed that he may soon be back to business, where the veteran mind was never more valuable in these days of the unusual in trade.

Ontario

Dominion Creamery, Ottawa, has sold assets.

F. A. Miller, general store, Burford, Ont., has sold to C. Sproule.

Geo. Rivers, general store, Strathroy, Ont., has suffered fire loss.

Teet & Tamen, grocers, Fort William, Ont., has been succeeded by Taman & Wells.

Superior Grocery, Fort William, Ont., has been succeeded by Superior Grocery and Bakery.

Thunder Bay Store Co., grocers, Fort William, Ont., incorporated as Thunder Bay Store Co., Ltd.

Charles Brown, recently in grocery business in Chicago is dead in Woodstock, Ont., his home.

Western Provinces

J. Condon, grocer, Calgary, Alta., has sold out.

I. M. Lewin, grocer, Calgary, Alta., has sold out.

J. J. Taylor, general store, Aberdeen, Sask., is dead.

R. H. Guest, grocer, Weyburn, Sask., has sold out.

W. M. Munro, general store, Richlea, suffered fire loss.

J. Kronson, general store, Arnes, Man., was burnt out.

M. Asten, grocer, Grand Vital, Man., succeeded by T. Millard.

E. E. St. Peter, general store, Hodgson, Man., was burnt out.

J. W. Peters & Co., general store, dissolved. Parkside, Sask.

I. Adler, general store, Hudson Bay Jct., Sask., has sold out.

Richlea Trading Co., general store, Richlea, suffered fire loss.

J. A. MacDonald, grocer, Calgary, Alta., has sold to H. E. Foster.

A. E. Bridgett, general store, Pipestone, Man., suffered fire loss.

R. J. Macdonald of Macdonalds Ltd., Edmonton South, Alta., is dead.

D. S. Milne, general store, High Prairie, Alta., has discontinued.

M. E. Skinner, general store, Warner, Alta., has sold to G. F. Burke.

Novokshonoff Bros., general store, Buchanan, Sask., has sold out.

J. Helie, grocer, St. Boniface, Man., succeeded by People's Market.

W. H. Wardrop, general store, White-mouth, Man., has sold stock to H. Field.

G. B. Johnston, general store, Melfort, Sask., sold to F. G. Crawford.

Sinclair & Shane, general store, Quill Lake, Sask., sold to J. Adler.

A. Reeves, grocer, Edmonton, Alta., has been succeeded by J. E. Jenvey.



NO SACCHARIN FOR OVERSEAS.

The Post-office Department has advised that as the importation of saccharin into the United Kingdom by post is not permitted, packages containing saccharin received in mails from Canada are being seized by the British Customs authorities.

AMERICAN LITIGATION OVER TRADE NAME ENDED

**American Court Gives W. K. Kellogg
Exclusive Right to Use the Word Kel-
logg in the United States. Decision
Has No Bearing on Trade Out-
side the United States**

Litigation that has been under consideration for some time past between W. K. Kellogg of the Kellogg Toasted Corn Flake Company and his brother Dr. J. H. Kellogg regarding the right to use the name "Kellogg" on certain food preparations was brought to a conclusion recently when Circuit Judge North, at Battle Creek, Michigan, handed down a decision in which W. K. Kellogg and the Kellogg Toasted Corn Flake Company was granted the exclusive right to the use of that name in the United States. The decision was given on the ground that this company had been the first to make use of this name and had by their extensive advertising given it its present commercial value. Dr. Kellogg on the other hand, according to the interpretation of the presiding judge had shown a disposition to object to the name being used commercially.

This decision while of far reaching importance across the line has no bearing on the Canadian situation. By a corollary of the decision handed down by Judge North, Dr. Kellogg is permitted to continue the sale of his products in other countries. The restriction forbidding him to use the word Kellogg applies only to the United States. A case between the Battle Creek Corn Flake Co. of London, Ont., and the W. K. Kellogg Company of Toronto, regarding the same matter of the use of name "Kellogg" is at present under consideration in the Canadian courts.



ADVISES RETAILERS TO BE- WARE THE FAKIR

**Secretary of Saskatchewan R. M. A.
Again Directs Attention to Flim-
Flamming Operations in West.**

IN a letter to CANADIAN GROCER, Secretary Raymond of the Saskatchewan Branch of the Retail Merchants' Association emphasizes the fact that retail merchants, particularly those doing business in the West, are urged to be extremely wary in their dealings with strangers, particularly those who seek to impress friend merchant with the desirability of some proposition that is going to "prove a little gold mine."

It is said there is a sucker born every minute. Apparently these "easy-money" artists imagine that Saskatchewan is a place where there is one born every second. At any rate they seem to flock to this Province in shoals, and the amazing thing is that they easily get away with their schemes.

The sole trouble seems to be that the average retail merchant allows himself to be persuaded too easily. We know very well that the promoters of these schemes are fluent and good talkers, but nevertheless the merchant should make

certain before he parts with any money or its equivalent that the scheme is genuine. By writing to the Retail Merchants' Association at Saskatoon, he can obtain, by wire if necessary, a comprehensive report, and advice as to whether he would be safe in embarking in any proposition submitted to him.

There are a number of fakirs in this Province, it is said, who have a strange partiality for produce and collection agencies. On the one hand they announce themselves with a great flourish of trumpets and showers of advertising material as having started up in the produce business, and offering highly attractive prices for butter, eggs and so forth. Their prices are so good that the merchant falls for it without a second thought. Just as an instance—in one day the Retail Merchants' Association received complaints from merchants aggregating \$580 which had been the value of produce shipped to two men. Investigations showed that both of these men had victimized a large number of merchants and farmers in this way by offering high prices, selling the goods for cash and skipping out. These are not isolated instances by any means, as the Association has been concerned in them for over four years and has stopped such fakirs doing business, but what is the use? There is no recourse against them for obtaining goods under false pretences, and running them out of one town means that they merely change their name and start up the same business in the next.

The collection agency game, states Mr. Raymond, is another one. Some good talking salesman comes in, talks to the merchant, puts his proposition up before him and brings in a yarn about they will collect any old or outlawed account by bringing criminal action against the debtor. This, on the face of it, is ridiculous, as a debt contracted for goods sold by a storekeeper is not open for criminal action. Nevertheless many merchants fall for it, and hand over a large number of their accounts and in many cases pay a lifting fee of 50 cents on each or else give a retaining fee of so much a year. Another point that should occur to merchants is this, as a rule these concerns are located thousands of miles away from Saskatchewan. If they wished to take legal action against the debtor they would have to do so in this Province. Let merchants be careful in their dealings with strangers, particularly when the strangers wish to get shipments of produce or wish to collect old accounts. There are dozens of responsible produce houses and a number of highly respectable collection agencies.



CROP CONDITIONS IN CANADA. Government Bulletin Reports on Crop Conditions Throughout the Country.

A special bulletin concerning the condition of field crops throughout Canada has been issued within the past week by the Census and Statistics Office, Ottawa, and reports on the subject as follows:

Prince Edward Island. — Excellent

cereal crops. Hay is average; potatoes show 15 per cent. increased acreage and wheat will fall slightly below average through insect damage.

Nova Scotia.—All crops made excellent growth.

New Brunswick. — Potatoes and roots good; grain in bad color.

Quebec.—Abundant hay crop. Grains reported poor from excess rain, though some sections report average crops. Potatoes generally good with average crop expected. Corn and roots good except in lowlands. Wheat, oats and barley good in Champlain.

Ontario. — Hay generally good with average crop and big percentage saved. Grain promises full head, fall wheat thin but well filled, prospects above average in some localities with mixed grains especially good. Some ball smut and rust in wheat in restricted districts. Corn and potatoes are especially good if blight does not damage the latter. Peas are excellent as are also most roots.

Manitoba.—Cereals injured by drought and half crop expected; potatoes and roots good but late; hay and pastures half crop; summer fallows fair; late crops suffering from heat; wheat not over 12 bushels in some districts. Oats and barley worse. Hay a failure in some districts.

Saskatchewan.—Crops short through continued drought. Hay below normal; vegetables poor; early grain filling fairly well with crops maturing rapidly. Corn also poor, roots fair, potatoes above average, and grain good in some localities though rain needed.

Alberta.—Grain and roots well advanced, but need rain. Cereals light. Hay nearly all harvested.

British Columbia.—Grains maturing rapidly, corn growing fast. Crops under dry farming conditions a failure in some localities. Fodder crop promises well. Sidney district reports grain, roots and potatoes have not developed as usual. Hay generally in good condition and average crop of small fruits expected.



FISH SALT SHORTAGE.

A serious shortage in salt is causing much inconvenience to the fisheries interests in Newfoundland. Arrangements made some time ago to provide for the needs of the present year have proved inadequate. The Government has now commandeered all available stocks of salt in the colony, and arranged for their distribution among the fishermen to the fullest extent possible until additional supplies can be obtained from abroad. Two ships laden with this commodity and bound for Newfoundland were torpedoed.



RECORD ONTARIO OAT CROP

The Commissioner of Agriculture states that Ontario will have biggest oat crop in the history of the Province. Statement follows: "We will have a 125,000,000-bushel crop, perhaps, as compared with the average 100,000,000. In every quarter of the Province the crop is simply wonderful. We want no more rain until after harvest."

Again on "Reckless Stock Carrying"

System to Keep Stock Moving—What Have You on Hand More Than a Year?—Take Present Circumstances Into Account.

By Henry Johnson, Jr.

A SIMPLE system for keeping track of stock and its movement through the store is this: number each item with month and year. Let 117 mean January, 191; 217 stand for February; 317 for March, etc. That can be put onto china with the same marking pencil used for writing the price. It can be written in pencil on other items when price is put thereon.

But for all items on which ordinary pencil or pen can be used, it is much better to get one of those numbering, adjustable rubber stamps which are obtainable in any stamp or die making place. Those can be set to a number in a jiffy and the operation of imprinting the number is so simple and takes so little time that the practice can be extended to cover all but the staples which turn without attention.

That same stamp is adjustable for price-marking, too. It will set from 1c to \$99.99 for the ordinary six-band size, and larger ones can be obtained if you need 'em. I recommend such stamping of every item in the store, even down to ordinary standard tomatoes and corn. Takes only about five or six minutes extra time when you are opening and stacking from one to six cases of an item; and you will be astonished to find how much the process will earn for you in solid dollars. Fact is, none of us realizes how many pennies slip away from us through sales being made under-priced. And pennies make dollars.

This last is worth thinking about.

How Long Certain Stock Is Kept

The manager of a big prosperous department store, a store and man that I have known rather intimately for upward of ten years, tells me that in his upward of 76 departments the average percentage of stock carried into the second year normally runs to only 5 at most and has been down as low as 3 at times. This means that 95% to 97% of all the varying lines is sold out with at least one turnover each year.

The system I have described will enable you to know this particular thing about your own business. Then when you inventory, the numbers can be noted and you will have your percentage before you in actual figures. Undoubtedly some things, some special items called for and wanted regularly though very seldom, will remain in stock more than a year. But if you find that of six bean pots bought in a car which you assorted in December, 1916, five are on hand in January, 1918, maybe you will conclude that it were better to go to your neighbor and buy a bean pot when a customer asks for one than to buy them

at wholesale in any quantity whatever. You will have no difficulty in thinking of many other items like this—especially if you number your stock as suggested.

But neither must a merchant limit himself by any laws like unto those of the Medes and Persians. For example: my department store friend showed me the status of his china department. With a normal turnover of 1.65 times a year, his had turned something less than 1.40 times in 1916 and there was a carry-over of something like 20%. Usually, that would call for immediate and drastic action. Stock would be marked down, sales stimulated, goods would be sold practically regardless of cost. But no such action was taken for the reason, which will appeal to you too, that most of the stock on hand would have to be replaced at higher costs if sold out now. So nothing was done except what I have recommended to my first friend and now to you: buying was curtailed to replacement only of stock necessary to keep the department going, and stock on hand is being realized on through regular sales on the basis of current replacement costs.

I think you will have no difficulty, in view of this instance, to put a correct interpretation on my former advice to clean up at "any old price."

What of YOUR Turnover, Margins, Expenses, etc.?

I notice that you carry merchandise costs in three divisions: invoice-cost, freight and truckage. I suppose that is for comparative record only, and that you figure your costs inclusive of every known expense and shrinkage to get the goods into your store and ready for sale. On this basis, it appears that you paid \$37,773.84 for merchandise last year. This only in passing.

Now, what was your turnover? You sold \$41,538.55. You made a gross margin of \$5,627.34, showing cost of goods sold as \$35,911.21. Divide that by a stock averaging \$18,000 throughout the year, and your turnover is practically twice. Of course, you have in addition the enhancement of values which makes your 1917 inventory foot up more than if markets had remained stationary; and that enhancement makes your turnover so much better. Whether this is normal or not for your line, location and general environment, you know better than I; but it always helps to get these things down before us.

And does not that considerable enhancement serve to substantiate my contention that now is a good time to go slow on buying?

The gross margin earned on sales seems to have been 13.56%. This seems rather small to me, especially as advantage is here taken of enhanced stock values. Of course, expenses are shown as only 6.91% so there appears to be 6.65% net profit on sales; and such a net is splendid.

But among the expenses I miss two items; rent of premises and interest on the \$7,000 investment.

Perhaps the expenses of that building, including due depreciation, insurance and repairs, are included in the "General" item; but a better practice is to carry real estate in a separate account and pay into that account the same monthly rental that could be realized from another business which might be located in the premises if you were not there.

Interest on that \$7,000 always should appear as an expense; and I am inclined to think that interest should be charged at the end of each year on the money-value of the entire business at the beginning of that year. For if earnings are reinvested they must earn primarily the same interest which money will earn in that vicinity. So here is an item of expense running from \$420—6% on \$7,000—to \$1,050, or 7% on, say, \$15,000. In any case, this item will cut down the net earnings; and the only way to avoid a constant increase in interest charges is to withdraw some or all of the earnings from the business; put them into outside investments and carry such in a surplus account. This last is the best practice for any business, as I may have occasion to detail at another time.

Why Any Money Borrowed?

Now look with me at an other point: here we have interest on the one hand, \$270.00, charged into expense, and discount on the other, \$289.56, credited to earnings. These two items practically offset each other, and demonstrate my oft-repeated contention that, aside from the more attractive credit standing, there is no nourishment in borrowing money for the purpose of discounting purchases.

Discounts should be taken by all means and to the limit of our ability; but that limit should actually be our ability unaided by the bank. Why? Because while in theory it is sound to borrow and take discounts, in practice that leads simply to too liberal purchasing and our discounts only serve to pay interest.

Here again I shall have more to say.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

NEW prices on canned peas have been announced by the canners which will mean price on new pack to the retail trade will be \$1.70 per dozen for standard peas. The pack has been very disappointing as hot weather cut short the pack much sooner than was anticipated as late as two weeks ago. The consequence is that canners claim they will be able to fill only 40 per cent. of their orders. New prices on canned salmon have not yet been named, but it is anticipated they will be high. Authentic advices from the coast state that the run has not been over 75 per cent. of what it was in 1913, the year of the previous big run. Canners had stocked up with cans in preparation for the run and their stocks of containers will be larger than their needs. Labor difficulties have furthermore added to the expense of packing. Only about 70 per cent. delivery of orders will be made on canned strawberries. Canned cherries on the other hand have been in good supply and 100 per cent. delivery will be made on these. Outlook for canned tomatoes is yet in doubt. Weather conditions have been favorable within recent weeks, but wet weather of spring gave the plants a big growth and this may militate against heavy production.

Sugar has been a commodity of more than usual interest during the week. Two refiners have been unable to make deliveries of granulated for some days past and the demand is keen on the part of wholesalers, indicating a good consumption. Prices have held firm at last week's advances in the face of a continued strong situation in Cuban raw sugars.

Advances have been recorded in meats of various kinds, butter, eggs, cornmeal, pickles, soap chips, castile soap, soups, condensed milk, lobsters, peanut butter. There is a disposition to look for lower prices in corn products, due to a big slump in the price of corn in the United States. Flour held in steady market and the prices on millfeeds settled down somewhat during the week. Business in grocery lines shows some improvement.

QUEBEC MARKETS

MONTREAL, Aug. 14. — This is reported generally a quiet week as regards price changes. Flour is steady. Cereals are firm. The produce and provision markets are firm, with eggs and butter on the rise, and advances anticipated in pork products sooner or later. Fruits and vegetables are seasonably affected, some lines of fruit advancing, notably lemons. Fish are firm. Teas are firmer. Sugar is also firmer in tone, but may have reached top. Opening prices on Canadian pack peas are out and the crop is short with only a 40 per cent. pack. In miscellaneous lines, Vichy water has advanced \$1 per case, and Norwegian sardines are again up by a dollar a case, making them worth 19-20c a tin. Barbadoes raw sugar and Jamaica raw sugar are up half a cent a pound, to 7½c and 8c respectively. The scarcity of molasses

is still a market feature, and will remain so. Corn syrups are not advanced this week, but the great firmness in corn is remarked upon, and as a cereal this has greatly firmed in market.

Sugar Market Had A Further Advance

Montreal.

SUGAR.—With a further fifteen cent advance per 100 lbs. on the 9th of August, sugar began to get back to a more even market as regards the doings of the refineries. Canada (Redpath) and St. Lawrence Refineries are now on a par, but St. Lawrence is not in the market for orders at present. The basis is \$8.80 (refinery) for these two. Atlantic is at \$8.90 base. Acadia is withdrawn for the time being. The sugar market reports received on date of writing indicated an

easier tone to the paper market, but the demand is very strong, and though the summit may have been attained at the price ranges shown this week, there are still ideas that \$9 sugar may be seen. Predictions as to sugar are, however, very apt to be misleading, so none are made. Only the slightly easier note struck in New York paper market may be a hint that top has been reached.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	8 90
Acadia Sugar Refinery, extra granulated.
St. Lawrence and Canada Sugar Refinery, extra granulated	8 80
Dominion Sugar Co., Ltd., crystal granulated	8 70
Special icing, barrels	9 00
Diamond icing	9 00
Yellow, No. 1	8 40
Yellow, No. 2 (or Golden)	8 30
Yellow, No. 3	8 20
Powdered, barrels	8 90
Paris lumps, barrels	9 40
Paris lumps (boxes), 100 lbs.	9 50
Crystal diamonds, barrels	9 40
Crystal diamonds (boxes 100 lbs.)	9 50
Assorted tea cubes, boxes	9 40
Cut loaf (50-lb. boxes)	9 55
Cut loaf (25-lb. boxes)	9 75

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Prices On New Pack Peas Announced

Montreal.

CANNED GOODS.—The event of the week in the line of canned goods is the announcement by Dominion Canners of the opening prices on canned peas, and the percentage of deliveries possible. Only a 40 per cent. delivery is promised, but as the canners accepted orders "subject to pack," the prices are not so violently affected as might otherwise have been the case. The crop of peas was very disappointing, and the costs of packing have been enhanced considerably as is known generally. Opening prices are as follows: "2's" No. 4 grade (standard) Group B, \$1.47½, Group A., \$1.50 per doz. No. 3, (Early June), Group B, \$1.52½, Group A, \$1.55. No. 2 Group B, \$1.75, Group A., \$1.77½. No. 1 Group B, \$2.02½, Group A., \$2.05. The net opening price for Group B standards is \$1.45 doz. Orders booked before May 15, except for No. 1 grade and gallons, get 40 per cent. delivery. Orders booked later are subject to prorating on various percentages. No gallon peas were packed this season. The price announced for standards, \$1.45 doz., is still better than the United

states prices on peas, which run from \$1.30 to \$1.40 per doz. for 2's, f.o.b. factory, the U. S. Government commandeered half a million cans at \$1.30 per doz. Few or no U. S. peas will come into Canada this year it is thought. The outlook for other Canadian canned goods is said to be anything but encouraging as far as the land products are concerned. No news re prices has yet been given out by B. C. Packers, but it is reported that the sockeye pack is small. Canned strawberries "2's" have been advanced to \$2.75 and \$3 a dozen by some wholesalers.

Salmon Sockeye—

"Clover Leaf," ½-lb. flats.....	2 45
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	1 45
Pinks, 1-lb. talls	1 75
Cohoos, 1-lb. talls	2 65
Red Springs, 1-lb. talls.....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25
Canadian sardines (case).....	6 75

Canned Vegetables—

Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack	2 25	2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 35	1 35
Peas, Early June	1 50	1 50
Beans, golden wax	1 60	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s	2 80	2 80
Do., (U.S.), gallons	10 00	10 00
Corn (on cob, gal. cans, doz.	8 50	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	2 75
Red cherries, 2s	2 25	2 25
Strawberries, 2s (old pack).....	2 75	3 00
Blueberries, 2s, doz.	1 35	1 35
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.....	6 00	6 00
Apples (gallon)	3 75	4 00
Peaches, 2s (heavy syrup).....	1 75	1 75
Pears, 3s (heavy syrup).....	2 45	2 45
Pineapples, 1½s	2 25	2 25
Strawberries (new crop), heavy syrup, 2s	2 90	2 90
Strawberries (new crop), group "B"	2 87½	2 87½

New American Candied Peels Have Arrived

Montreal.

DRIED FRUITS.—There is only steadiness to report as to dried fruits at present, demand being normal, but not very great. It may be possible before long to hear of new crop California raisins, and higher quotations are anticipated on these. Prunes may possibly be easier priced than had been at first expected, but demand has not so far developed for these. The new American candied peels are quoted by wholesalers as follows: Lemon, 25c to 26c a lb.; orange, 28c to 29c lb.; citron, 33c to 34c a lb. This is for peels which have arrived. Higher prices may yet be quoted for the perfectly drained U. S. make of Candied Peels, according to some importers. There is very little chance of English Candied Peels arriving on the Canadian market this year.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	0 13	0 13
Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots—		
Choice, 25's. faced, new crop..	0 28	0 28
Nectarines, choice	0 11½	0 11½
Peaches, choice	0 13	0 13
Pears, choice	0 15	0 15

DRIED FRUITS.

Candied Peels (to arrive)—		
Citron	0 33	0 34

Lemon	0 25	0 26
Orange	0 28	0 29
Currants—		
Filiatras, fine, loose, new.....	0 21	0 22
Filiatras, packages, new, lb....	0 21	0 22
(In the present condition of market prices are considered merely nominal.)		

Dates—

Dromedary, pkg. stock, old, 1-lb. pkg.	0 12½	0 12½
Fards, choicest	0 12½	0 12½
Hallowee (loose)	0 13	0 13
Excelsior	0 12	0 12
Anchor	0 09	0 09

Figs—

8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	0 11½
1 lb. glove boxes, each.....	0 12	0 12
Cal. bricks, 8 oz., doz.....	0 95	0 95
Cal. bricks, 10 oz., doz.....	1 20	1 20
Cal. bricks, 16 oz., doz.....	1 40	1 40
Cal. layers, 10 lb., 5 rows, box.	1 60	1 60
Cal. fancy, table, 10 lbs.....	1 60	1 60

Figs—

Spanish (new), mats, per mat.	2 40	2 40
Comadore (Portugal), per mat 33 lbs.	2 40	2 40

Prunes, California—

30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12½	0 12½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	0 11	0 11

Prunes (Oregon)—

30s	0 13	0 13
40-50s	0 12½	0 12½

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown	3 75	3 75
Muscatsels, loose, 2 crown	0 10½	0 10½
Muscatsels, loose, 3-crown, lb....	0 10½	0 11
Muscatsels, 4-crown, lb.....	0 11½	0 11½
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.....	0 12½	0 12½
Choice seeded, 16 oz. pkgs.....	0 12	0 12
Valencias, selected	0 11	0 11
Valencias, 4-crown layers	0 11½	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Nuts Undoubtedly Higher In Fall

Montreal.

NUTS.—The indications are more than ever apparent that new crop nuts will be firmer in price than ever before when they come forward in the Fall. Filberts, walnuts, shelled walnuts and shelled almonds will all be found firmer priced. It is actually to cost 43½c a lb. to import shelled almonds (3 crown selected, in box) from the primary market. These are expected to be here in the end of October, according to cables received. This line of imported nuts before the war was quoted about 26c a lb. The market for nuts at present is reported exceedingly quiet, with little or no special demand.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	0 70	0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G".....	0 13½	0 14½
Peanuts (coon), per lb.....	0 12½	0 13½
Peanuts (Jumbo), per lb.....	0 16½	0 17
Pecans (new Jumbo), per lb.....	0 21	0 21
Pecans, New Orleans, No. 2....	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 80	0 80
Walnuts (Grenoble)	0 18½	0 18½
Walnuts (shelled)	0 52	0 54
Walnuts (Marbols), in bags	0 13	0 16
Walnuts (California), No. 1....	0 24	0 24
Cocanuts, 100 size, per sack....	7 50	7 50

Molasses Firmer, Also Corn Syrups

Montreal.

MOLASSES AND SYRUPS.—There is no alteration in prices of molasses this week as compared with last week's prices, but the condition of scarcity continues in most marked degree. It is doubtful if a single gallon of molasses could be found in Barbadoes which has not been ordered earlier. The market will continue firm beyond doubt, and may break all records for price. New Orleans Molasses is coming in in small shipments by rail at present. The corn syrups are unchanged in price for the week, but are in very firm market, and there is little chance of reduction in prices owing to the high cost of corn.

Prices for		Fancy, Choice,
		Island of Montreal
Barbadoes Molasses—		
Puncheons	0 81	0 81
Barrels	0 84	0 84
Half barrels	0 86	0 86
For outside territories prices range about 3c lower.		

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—

2 lb. tins, 2 doz. in case, per case....	5 50
Barrels, per 100 lbs.....	6 50
Half barrels, per 100 lbs.....	7 00

New Crop Rangoon Beans Arriving

Montreal.

BEANS.—New crop Canadian beans cannot be heard of practically as a market commodity on sale until late in September. The Quebec crop promises well. As regards imported beans, the Government testing of shipments of new crop Rangoon beans is being carried out with despatch, and there are shipments arriving and being passed. Wholesalers and bean handlers in Montreal are vigorously protesting against the wide-spread publicity given to the unfounded rumor that Rangoon beans have been subject to of late, and much difficulty is still being occasioned by this. It is confidently expected, however, that these beans, which have been on the market in Canada with perfect acceptance for many years as a wholesome food, will have their place re-established beyond criticism before long. New crop handpicked Rangoons are quoted on the market now at \$8. per bushel.

Beans—		
Canadian, hand-picked	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Michigan, 3-lb. pickers	11 00	11 00
Michigan, hand-picked	11 50	11 50
Yellow Eyes, per lb.....	0 15	0 15½
Rangoon beans, per bush.....	8 00	8 00
Lima, per lb.	0 21	0 21
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb....	0 15½	0 16
South American	5 70	5 70
Peas, white soup, per bush.....	5 00	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs....	6 25	7 25
Barley, pearl, per bag 98 lbs....	7 50	8 00

Rice And Tapioca In Steady Market

Montreal.

RICE AND TAPIOCA.—There is still

the firm tone in the rice market due to advances in Western rice, and this firm tone seems likely to remain, though rice is not in exceptionally sharp demand at present. Prices have not altered since last week, but the market is expectant of strength according to reports, and when more demand develops there may be further price changes. Tapioca is persistently firm, high-priced and scarce. Importation of this article is increasingly difficult.

"Texas" Carolina, per 100 lbs...	9 50	9 90
Patna (fancy)	10 15	
Real Carolina, per 100 lbs.....	10 50	11 50
Patna (good)	9 40	
Siam, No. 2	7 25	9 15
Siam (fancy)	8 40	
Rangoon "B"	7 45	
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Coffee and Cocoa Steadily Quiet

Montreal.

COFFEE AND COCOA.—Practically nothing new or informative can be said as to either coffee or cocoa markets this week. These markets are steady and firm in sympathy with the general firmness of markets, but coffee's firmness is a joke in these days of advancing prices for coffee is really one of the least changed commodities in all the turmoil of war. Its prices this week are as they have been for months. Cocoa is in similarly quiet state with demand at its lowest and prices unchanged.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Cocoa—

Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Situation is All to Firmness

Montreal.

TEA.—Absolutely no relief is found for the steady trend towards firmness in the tea market. Japans are if anything firmer than they were last week, and will probably be still firmer. China tea offerings are already nearly twice as high as they were last year at this opening stage of market, and very little China tea will be imported because of the high rate of exchange, and the great difficulties in the way of marine transportation. China has no organized shipping like Japan's. India and Ceylon teas arrive intermittently but will maintain their high prices without doubt. Javans may come forward and will be no doubt a help to the situation but even these are uncertain. The whole tea situation is firm and wholesalers are likely to revise prices quite frequently to firmer though there may always be bargains going where large firms are generously disposed as to taking their profits on teas delayed in transit.

Pekoe, Souchongs, per lb.....	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Cream of Tartar and Carraways Firmer

Montreal.

SPICES.—The market for spices shows all the firmness which last week's primary and New York markets indicated. In the local field, however, there has been a period of quietness due to holidays, and the general tendency of business at the season of vacations in Montreal. Cream of tartar and Carraway seed form the principally firm features of the market, and the lower quotations for carraway seed are cut off. Peppers are going into large consumption it is said, also all pickling and preserving spices. Gingers will remain firm for a time. Seeds and herbs are all likely to show firmness. Cassias on spot are already below arrivals in cost, and stocks are by no means large it is believed. Nutmegs are steady.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk.....		2 00
Carraway, Dutch, nominal		0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoanut, in pails.....	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Montreal Melons Appear on Market

Montreal.

FRUIT AND VEGETABLES. — The first of the Montreal melons reached the market this week, and these are selling at \$14.00 per basket of twelve. The price will come down later in the season. The quality of the fruit is reported excellent. Many lines of fruit show some firmness this week, notably oranges and lemons. Scarcity of supply is accountable. Some of the soft fruits are coming down in price, and the usual offerings of summer small berries are coming forward. Black currants to retail at from 18 to 20c a quart have been among these. Spanish onions appear among the vegetables as a new offering at \$2.25 per half crate. The root and leaf vegetables remain fairly steady in supply and in price. Potatoes are a good deal cheaper now. Cucumbers, peas, and beans are more plentiful. Montreal tomatoes in excellent quality and good supply are now offering. Good demand for the vegetables is reported.

Bananas (fancy large), bunch...	2 75	4 00
Oranges, Valencia (lates)	4 50	5 00
Grape fruit	2 75	3 50
Lemons	8 50	
Limes, box of 80	1 50	
Pineapples, Cuban, crate	4 50	
Pineapples (Cuban), 24's, each..	0 75	
Watermelons (U.S.), each.....	0 50	0 60
Cantaloupes, crates, 45's		6 00

Apples (in boxes)—

Winesap	4 00	
Ben Davis	4 00	
Apples, new, U.S., bkt.	3 75	
Apples, new Montreal, bkt.	3 00	
Cauliflower, per doz. bunches....	1 50	
New corn, crate, doz.	0 75	
Celery, Canadian, per doz.	0 50	1 00
Onions, Australian, sack 100 lbs.	6 00	
Onions, Canadian, new, doz. bun.	0 75	
Onions, Spanish, ½ crate.....	2 25	
Potatoes (new), bbl.	5 00	5 50
Potatoes, new, bag	2 25	
Potatoes (sweet), per hamper....	4 00	
Carrots (new), per bunch	0 25	
Beets (new), doz. bunches	0 50	
Parsnips	2 00	
Peas, Canadian, bag	1 00	
Turnips (new), per bunch.....	0 35	
Turnips (old), bag	3 00	
Lettuce, curly, per doz.	0 10	
Lettuce, head, doz.	0 25	
Tomatoes (Montreal), box.....	1 50	2 25
Horse radish, per lb.	0 25	
Cabbage (Montreal), doz.	0 50	
Beans, wax, bag (Montreal)....	0 75	1 00
Beans, green, bag (Montreal)...	0 75	1 00
Peas (new, Montreal), bag.....	1 00	
Leeks, per doz. bunches	2 00	
Parsley, doz.	0 25	
Mint, doz.	0 50	
Watercress, doz.	0 50	
Spinach (Canadian), box	0 50	
Rhubarb, per doz.	0 25	0 25
Eggplant, per crate	6 50	
Garlic (Canadian), lb.	0 15	
Endive (Canadian), lb.	0 25	
Strawberries, per crate 54 quarts	4 00	
Cucumbers (Montreal), doz.	0 40	0 60
California plums, box	2 75	3 25
Do., peaches, box	3 00	
Cherries (California) box	3 50	
Cherries, Canadian, 11 qts.	1 50	
Cherries, Canadian, bkt.	0 75	
Cherries, preserving, bkt.	1 25	
Montreal melons, bkt. 12's.....	14 00	
Pears, box	4 00	4 50
Peppers	3 50	

Fish Market Firm; Lobster Outlook

Montreal.

FISH.—The trade is looking for an increased demand for fish due to the action of the Food Controller who has requested consumers to abstain from certain kinds of meats twice a week. The natural substitute for meat is fish, and an increased demand is bound to take place. Supplies of all kinds of fresh fish are satisfactory though in the east during the past few days certain species of fish have been found to be scarce. On the other hand western fish such as halibut and salmon have been in fairly good supply with prices normal. Lake fish is also in fair supply except dore, but as the fishing season in Manitoban Lakes will soon be open large quantities of fish are expected from these sources. In the pickled and salted fish lines supplies are available, and it is not anticipated that prices will advance much over last season's opening prices. Trade in bulk and shell oysters, prawns, scallops, clams, etc., is very quiet. As an extension of the lobster fishing season has been allowed in certain parts of the country, it is anticipated that this will tend to bring down the price of lobsters.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box		1 50
Smoked eels		0 12
Smoked herrings (med.), per box		0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	18 00

Sea Trout, red and pale, per bbl.....	15 00
Green Cod, No. 1, per bbl.....	14 00
Mackerel, No. 1, per bbl.....	21 00
Codfish (Skinless), 100-lb. box	9 00
Codfish (Skinless), blks. "Ivory" Brd., lb. 0 10	
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.....	0 33
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	17	18
Haddock, lb.	07	08
Mackerel	10	
Cod steak, fancy, lb.	8	
Salmon, Western	16	
Salmon, Gaspe	22	

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	0 10	
Dore	0 14	0 15
Smelts, No. 1	0 15	
Smelts, No. 1 large	0 20	

Oysters—

Ordinary, gal.	2 00
Malpeque oysters (choice, bbl.	12 00
Malpeque oysters (choice), bbl.	12 00
bbl.	10 00
Cape Cod shell oysters, bbl.	12 00
Clams (med.), per bbl.....	8 00

FRESH FISH

Haddock	0 07	0 08
Steak Cod	0 06	0 09
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore	0 16	
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon	0 20	0 22
Gaspe Salmon	0 25	
Gaspereaux, each	0 05	
Western Halibut	0 17	0 20
Eastern Halibut	0 18	
Flounders	0 07	0 08
Perch	0 09	
Bullheads	0 12	
Whitefish	0 14	0 15
Eels	0 10	
Brook trout	0 30	
Mackerel (large), each	0 20	
Mackerel (medium), each.....	0 18	

ONTARIO MARKETS

TORONTO, Aug. 15.—Due to the firm situation in corn within recent weeks, there was an upward movement quite generally on the part of wholesalers with both bulk cornmeal and cornmeal in packages. Since the advance, however, there has been a big break in the American corn market, due to the prohibition of use of corn in distilling alcoholic liquors. Butter and eggs are in generally higher market, and there is a firm situation in all lines of provisions. A much better demand has developed for meats of all kinds, there being much better inquiry from lumber companies, who intend operating their camps in the northern woods during the coming winter. Trade is opening up better on pure lard and compound, and prices are accordingly firm. An improvement in business has been noted during the week, and indications seem to point to a resumption of heavier trade.

Sugar In Demand
And Refiners Short

Toronto.

SUGAR.—There has been a very active market for sugar during the week, with a scarcity of supplies on the local market. Two of the refiners are out of the local market on extra granulated, and have not been quoting for immediate delivery for some two weeks now. There has been a better consumption of sugar owing to the fruit preserving season, and also possibly in a measure to the inclination of people to lay in stocks for needs for some little time in the future. One of the refiners had four cars of granulated arrive on Monday, and distribution was so rapid that it disappeared almost as rapidly as snow under a summer's sun. There is no easing to the primary situation. Holders of raw sugar continue to squeeze the market for all they can get, and there was a generally higher tendency in the New York market, being quoted on the basis of 7.65c to 7.77c per pound, as compared with 7.27c last week. There is an actual short-

age on Cuban raw sugars, and holders are taking full advantage of the situation. There are good supplies of sugar in Java, but these are of little use to a hungry world, because they cannot be brought to the outside, due to the shortage on shipping facilities. Canadian refiners were still in a divided market, Canada Sugar Refinery quoting at \$8.94, while Atlantic, Acadia and St. Lawrence are quoting at \$9.04. Dominion Sugar Refinery is quoting on a basis of \$8.94, but are not eager for new business, as existing contracts will require pretty near to limit of available supplies.

Atlantic extra granulated	9 04
St. Lawrence, extra granulated	9 04
Acadia Sugar Refinery, extra granulated.	9 04
Can. Sugar Refinery, extra granulated....	8 94
Dom. Sugar Refinery, extra granulated..	8 94
Yellow, No. 1	8 64
Special icing, barrel	9 24
Powdered, barrels	9 14
Paris lumps, barrels	9 74
Assorted tea cubes, boxes	9 74

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Peanut Butter And
Soap Chips Higher

Toronto.

PEANUT BUTTER, SOAP CHIPS, PICKLES.—Crown pickles have been advanced to \$2.50 per dozen for 20-oz. size. Bowes peanut butter, No. 1 size, has been advanced to \$1.25 per dozen, while No. 2 has been advanced to \$1.75. London soap chips are now selling higher at 11½c per pound in barrels and 12c per pound in boxes. La France castile soap of 20 2-lb. bars has been advanced to \$5.40 per box. Campbell's soups are now quoted at \$1.85 per dozen. Diamond King glass washboards have been moved higher, and are now quoted at \$5 per dozen. Ink in 5c bottles has been advanced to \$1.20 per box or 45c per dozen. There is a scarcity of quart and pint

fruit jars in both Imperial and wine measure. Some wholesalers are now out of stock, and state that no more are to be had from the manufacturers. Carnation condensed milk has been advanced, and 48's in 16-oz. size is now quoted at \$6.40 per case, or \$1.65 per dozen, while 96's in 6-oz. size are quoted at \$5.40 per case, or 70c per dozen. Canada First brand, 48's, of 16-oz. size is now quoted at \$6.25 per case, or \$1.60 per dozen. Mephisto lobsters in ¼-lb. tins are quoted at \$1.95 per dozen in certain quarters, and ½-lb. at \$3.10 per dozen.

Icings And Tapioca
Puddings Advance 10c

Toronto.

ICINGS, PUDDINGS.—Pure Gold icings have been advanced 10c per dozen during the week, and are now quoted at \$1.30 per dozen. Higher prices in this commodity has been caused through the advances in sugar. Quick tapioca pudding of the same brand have also been increased by 10c per dozen, making the selling price now \$1.30 per dozen. Higher prices in tapioca have been due to the comparative scarcity of tapioca, with small chance of replenishing supplies owing to the shipping situation. Since June 1 over 1,000 tons of tapioca have been withdrawn from export by the United States. Gelatines are in firm market, due to the high price of sugar, and advances are stated in some quarters to be highly probable.

Corn Syrups Are
In Easier Tone

Toronto.

MOLASSES, SYRUPS.—Due to a big decline in the corn market during the week, there was an easier feeling in the market for corn syrup and corn products of all kinds. The Food Control Bill of the United States recently passed made provision that after a period of thirty days no more corn shall be used in the manufacture of alcoholic liquors. As a result of this regulation the brewers of the United States have not been in the market for corn within recent days, and prices have sagged as much as 60c per bushel in the short space of three or four days. Cane syrups and molasses held in steady market. Demand for molasses is quiet at present, and this is a factor that is tending to stay the advancing movement warranted by conditions with respect to securing supplies.

Corn Syrups—

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	

Cane Syrups—

Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 05½
Cases, 2-lb. tins, 2 doz. in case	4 80
5 50	

Molasses—

Fancy Barbadoes, gal.	0 80	0 82
West India, ½ bbls., gal.....	0 46	0 50
West India, 10-gal. kegs.....		0 60
Tins, 2-lb., table grade, case 2 doz.		4 25

Tins, 3-lb., table grade, case 2 doz.	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00

Salmon Will Be High; Pea Pack Disappointing

Toronto

CANNED GOODS.—Advices from reliable sources at the West Coast during the week stated that the run of sockeye salmon will not be over 75 per cent. that of 1913, the year of the previous big run. Cannery had made provision for a big pack by laying in sufficient stocks of tin. Much of this will have to be carried over. Difficulty in securing labor has further accentuated the strong situation. In view of the chain of circumstances, opening prices are expected to rule high. New prices on peas have been announced at \$1.67½ and \$1.70 per dozen for standards and \$1.75 and \$1.77½ for early June. Only 40 per cent. delivery of orders will be made by packers. The hot weather cut the pack short by ripening the peas too fast. This condition is radically different from expectations two or three weeks ago, and comes as a big disappointment to all interested. Reference is made to the general canned goods situation elsewhere.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, ½-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 10
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 67½	1 70
Peas, early June	1 75	1 77½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	
Apples, gallons, doz.	4 00	
Pineapples, 2s	2 45	2 95

Large Sizes Of Prunes Will Be Scarce

Toronto.

DRIED FRUIT.—Advices from the Coast during the week stated that large sizes of prunes will be decidedly scarce in the present crop. Shippers in that market are refusing to sell on quoted basis unless the bulk of the order is for the smaller sizes. This is a condition that usually accompanies a heavy crop of prunes. There has been an eager demand for the larger sizes and premiums have been asked on them, but sales have been excessive even when the premiums are asked. There will be a very small percentage of prunes larger than 50's, and the number of this quality of fruit will be far less than usual. Prunes in 30-40's will be very scarce. Local importers think the opening basis on prunes at the Coast is too high to market the crop, and there is a disposition to look for lower prices. Some orders have been placed by importers of Grecian currants

during the past week, and these goods will be bought to sell to the retailer around 20c. Marine risk and freight charges, however, is an uncertain quantity. Assurance is given that steamers will leave Greece at intervals from now on.

Apples, evaporated, per lb.	0 13½	0 14½
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 25	0 27
Orange		0 27
Citron		0 30
Currants—		
Filiatras, per lb.		0 22
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case		3 60
Dromedary dates, 3 doz. in case		4 50
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.		0 16
40-50s, per lb., 25's, faced.		0 15½
50-60s, per lb., 25's, faced.		0 15
70-80s, per lb., 25's, faced.	0 13	0 13¾
80-90s, per lb., 25's, unfaced.		0 12½
90-100s, per lb., 25's, unfaced.		0 10½
Peaches—		
Standard, 25-lb. box		0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes		0 15
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Shipping Situation Disturbing Factor In Tea

Toronto.

TEAS.—Advices from the Far East during the week assert that the shipping situation on teas has not improved any, and prospects are for little available space and higher rates. Quotations for shipment to New York from Java for month of September are reported to have been made on the basis of 30½c per pound. There is a lot of teas on order for the local market, but there is no guarantee when shipment can be made. Importers state that if only a part of the teas come forward that are on order the local trade will not be so badly off. A lot of money is involved in bringing a shipment of tea forward these days, and the tendency will probably be for the small importer to drop out of the market and leave this work in the hands of concerns with sufficient money to finance the operations. Retailers have been inclined to stay out of the market for the past week or two, but there has been quite a lot of inquiry for teas on the part of wholesalers. Buyers from the New York market who recently made purchases from local dealers are reported to have taken out between 3,000 and 4,000 chests. Stocks locally are thought to be rather light by those closely identified with the trade.

Ceylons and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52

Javas—
Broken Pekoes 0 38 | 0 40 |

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Cocoa In Very Firm Market Tone

Toronto.

COFFEE, COCOA.—There is a very firm situation in cocoa, due to the very heavy demand that still continues in this market. Large dealers assert they are compelled to turn orders down almost daily. The heavy demand is caused largely through the shutting off of the English goods. For this reason an advance would not be unlooked for in the local market. Coffee held steady in price during the week, but the inclination in the primary market was toward weakness. Chicory supplies have not improved any, the market being almost bare.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves Scarce And May Be Much Higher

Toronto.

SPICES.—A scarcity of cloves is developing due to the embargo that has been placed on the shipment of these goods by the British Government. While there are still some concerns quoting from 40c to 45c per pound, others are quoting from 45c to 55c per pound. Spice men are of the opinion that cloves will run themselves out, the same as did caraway seed. With no further supplies coming forward they look for them to soar upward until stocks are exhausted or until the high prices shut the demand off entirely. In the primary market at New York coriander seed was a trifle easier during the week, which to some indicates the arrival of cheaper stocks in the near future. Demand for spices of various kinds is beginning to pick up.

	Per-lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's.		0 40
Do., 80's	0 45	0 50
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 35
Caraway seed, whole	0 75	1 00
Cream of Tartar—		
French, pure		0 60
American high test		0 65

New Crop Rices Are Quoted Higher

Toronto.

RICE.—Quotations from some of the Southern rice millers were issued during the week to the local trade and show a considerably higher tendency. Fancy head rices of Texas type are quoted to sell around 10½c per pound for fancy

grade. As yet there has not been much booking, as prices seem high, and are not attractive for that reason. Conditions in the South are reported favorable for a good long milling season. Domestic consumption of rice both in the United States and Canada has been heavy during the past year and, coupled with the export demand, results in very little rice being carried over from the old crop. This is a condition that is looked upon as working toward firm prices.

Texas, fancy, per 100 lbs.....	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs....	0 12
Siam, fancy, per 100 lbs.....	7 50	8 00
Siam, second, per 100 lbs.....	7 00	8 00
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	7 50	8 00
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 12½	0 14½

Filberts Will Be Higher This Fall

Toronto.

NUTS.—Based on present quotations being made by importers on Spanish and Sicilian filberts for October shipment, prices will be higher this fall, it being stated by one reliable authority in the market that these nuts will have to go to the retail trade around 25c to 30c per pound. Sicily filberts are stated to be more than twice their normal value this year, even when freight rate is not taken into consideration. Booking has been made on the new crop filberts. Almonds are finding buyers for September and October shipment even in the face of high prices. There is a fair demand for shelled almonds and walnuts.

In the Shell—

Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 40	0 48
Walnuts, lb.	0 52	0 60
Walnuts, California
Peanuts, lb.	0 17	0 18

Uncertainty Over Ontario Bean Crop As Yet

Toronto.

BEANS.—There is still an uncertainty in the market over the possible yield of beans in Ontario this year. While the acreage has been much heavier than normally, many of the beans were drowned out with the wet weather of the spring. Weather conditions recently have been very favorable, as the hot dry days are conducive to bean growth. Rangoon beans were in lower market in certain quarters, being quoted down 1c per pound at 14c, or \$8.40 per bushel. Demand for beans is very light.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush..	10 00	10 50
Rangoons, per bush.	8 40	9 00
Yellow eyes, per bushel	9 60
Japanese, per bush.	9 00
Limas, per pound	0 17	0 20

Package Cornmeal Has Moved Upward

Toronto.

PACKAGE GOODS.—Quaker cornmeal in packages has been moved to

higher levels following the recent high prices attained for the corn, and is now quoted at \$3.75 per case. The price of Kellogg's Krumbles is now \$3.50 per case. The demand for rolled oats in package keeps up well, with a heavy run on the ready-cooked brands. Starches and cornstarches are in easier tone, due to a big slump in the corn market during the week.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case	1 75
Rolled oats, square, 20s.....	4 80	5 00
Shredded wheat, case	4 00
Cornstarch, No. 1, pound cartons	0 12
No. 2, pound cartons	0 11
Starch, in 1-lb. cartons	0 12
Do., in 6-lb. tins	0 13½
Do., in 6-lb. papers	0 09½

Two Carloads Of Cod And Haddock In

Toronto.

FISH.—The success of the shipment of cod and haddock last week induced wholesale fish dealers to intimate that they could handle heavier supplies during the present week, with the result that two refrigerator cars came in on Monday, comprising between 40,000 and 50,000 pounds of these varieties of fish. Wholesale prices remained the same at 7c for market cod and haddock with the heads on. Steak cod with the heads off was quoted at 9c. There has been an extra heavy demand for this fish during the week, and there is every evidence that the price established by the Food Controller is meeting with popular approval. Demand for halibut has fallen flat in the face of the heavy consumption of this class of fish. Trout was scarce in the local market, but whitefish were in fairly good supply.

SMOKED FISH.

Haddies, per lb., new cured.....	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipperd herring, per box	1 50
Digby herring, bundle 5 boxes...	1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks.....	2 60
Salt mackerel, kits 15 lbs.....	2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.....	0 19
Halibut, frozen	0 19
Salmon, Restigouche, lb.....	0 19	0 20
Do., B.C., red spring	0 19	0 20
Haddock, fancy, express, lb.....	0 07
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb....	0 09
Cod, market, heads on, lb.....	0 07
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.	0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibees, fresh, lb.	0 09	0 10

Potatoes In Bags; Tomatoes Are Lower

Toronto.

VEGETABLES.—Ontario potatoes in bags reached the market during the week, and were quoted at \$2.75. These potatoes are of very fine sample. Potatoes in baskets were also of fine sample and were quoted from 50c to 60c per 11-quart size. Tomatoes No. 1 in 11-quart size were quoted 25c per basket lower at \$1 to \$1.25, while 6-quart baskets of No.

1 were quoted at 60c. Peas are now off the market, as the crop has been ripened to the stage where they can no longer be classed as green peas. Gherkin pickle cucumbers are in the market and quoted at 60c to \$1.25 per 11-quart basket. Vegetable marrow is quoted at 30c per 11-quart basket.

Beets, 11-qt. basket	0 25
Do., 6-qt.	0 15
Beans, green, string, 11-qt.....	0 35	0 40
Do., golden wax, 11-qt.	0 35	0 10
Cucumbers, Can., hothouse, 11-qt. basket	0 40	0 50
Gherkins, 11-qt.	0 60	1 25
Cabbage, Canadian, case	1 00
Carrots, new, doz. bunches.....	0 25
Celery, Mich., doz.....	0 50
Lettuce leaf, doz. bunches.....	0 15	0 20
Canadian head lettuce, doz....	0 50
Mushrooms, lb.	0 75
Onions—		
Texas, 50-lb. box	2 00
Green, per doz. bunches.....	0 20	0 25
Spanish, crates
Do., half crates	2 25	2 50
Do., quarter crates

Potatoes—

New, barrel	5 00	5 50
New, Ontario, 11-qt.	0 50	0 60
Green peppers, basket	0 90	1 00

Tomatoes—

11-qt., No. 1	1 00	1 25
11-qt., No. 2	0 75	0 85
6-qt., No. 1	0 60	0 65
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25
Vegetable marrow	0 30

Lawton Berries And Canadian Apricots In

Toronto.

FRUIT.—Lawton or thimbleberries were in the market during the week and were quoted at 18c per quart. Raspberries were in fairly good supply during the first part of the week, and quality was good, but prices were in firm market at 18c to 20c per quart. Black raspberries were quoted from 17c to 18c per quart. Early Abundant plums were quoted at 50c to 75c per basket for 6-quart, and Ontario Burbank green plums were quoted \$1.25 to \$1.35 for 11-quart lino baskets. Some Canadian apricots were in the market, and were quoted at 75c for 11-quart basket. This fruit is somewhat small in size. Montmorency cherries were in firm market during the week, being quoted at \$1.25 to \$1.50 per 11-quart basket. Some Black Morrell cherries came in and were quoted from \$1 to \$1.50 per 11-quart basket. Black currants were in firmer market. Some California Malaga grapes were quoted at \$4.50 to \$5 per case. Lemons held steady in price at last week's quotations, with the higher quotations prevailing more generally. A few gooseberries found their way to market, and were quoted \$1.25 to \$1.50 per 11-quart. Fruit was in better supply during the week and demand is good.

Apples —

Hampers, American	2 75	3 00
Bananas, yellow, bunch	2 50	3 50
Cantaloupes, 45s, case	4 50	5 50
Do., 12-15s, case	1 75	2 25

Currants—

Black, 11-qt.	2 00	2 25
Black, 6-qt.	1 00	1 25
Red, 11-qt.	1 35	1 25
Red, 6-qt.	0 75
Blueberries, 11-qt.	1 50	1 75

Cherries—

Montmorencies, 11-qt.	1 35	1 50
Montmorencies, 6-qt.	0 75

Black Morrell, 11-qt.	1 25	1 50
Lawtonberries, qt.	0 18	
Oranges—		
Cal. late Valencias	4 00	4 75
Grapefruit, Floridas, case	3 50	4 00
Gooseberries, 11-qt.	1 25	1 50
Lemons, Cal., case	7 50	8 00
Do., Verdilis, case	7 50	8 00

Peaches, Texas, Arkansas, bush..	4 50	5 00
Do., Ont., 6-qt.	0 50	0 60
Pears, Cal. Bartlett, box.....	3 50	3 75
Plums, Cal., box	2 50	3 25
Abundants, 6-qt.	0 50	0 75
Burbanks, 11-qt.	1 25	1 35
Raspberries, red, qt.	0 18	0 20
Do., black, qt.	0 18	0 20
Watermelons, each	0 75	1 00

Peaches—		
Choice, 25-lb. boxes	0 11½	
Choice, 10-lb. boxes	0 12	
Currents—		
Fresh cleaned, half cases,		
Australian, lb.	0 19½	
Dates—		
Hallowees, 68-lb. boxes.....	0 13	
Fards, box, 12 lbs.....	2 05	
Raisins, California—		
16 oz. fancy, seeded	0 12	
16 oz. choice, seeded	0 11½	
12 oz. fancy, seeded	0 09¾	
12 oz. choice, seeded	0 09¼	
Raisins, Muscatels—		
3 crown, loose, 25's	0 11	
3 crown, loose, 50's	0 10¾	
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes...	0 09¾	
3 crown, loose, 10-lb. boxes...	0 10¼	
Figs—		
Mediterranean, 33-lb. mats	0 07¼	
Peels—		
Orange, lb., 7-lb. boxes.....	0 22½	
Lemon, lb., 7-lb. boxes	0 21¼	
Citron, lb., 7-lb. boxes	0 25	

MANITOBA MARKETS

WINNIPEG, Aug. 15.—The general merchant usually experiences a big movement at this time of the year on case goods. This business gets very heavy with the approach of the threshing season, and if the dealer gets down to rock bottom on prices, he can usually succeed in landing some good quantity orders. Apparently these have been gone after this year more than ever before by general store merchants.

There is a noticeable slackening off in the efforts of mail order houses as far as the grocery end of the business is concerned. With prices very high, and deliveries uncertain, mail order houses are no doubt handicapped. Retailers report an increase in the volume of their business due to slackening off in mail order competition, and the consumer is becoming more and more convinced that he can buy at home as cheaply and to better advantage, at least as far as groceries are concerned.

The wholesale houses here draw attention to the way in which both country and city merchants are helping them in the direction of economy. In the past merchants have been buying certain lines in smaller than case quantities, which mean a great deal of packing on many lines of staples bought in this way. City merchants would order two and three times a week, whereas to-day both merchants in country and city are buying in case quantities, thus assisting in lowering cost of operation.

Everything Indicates Firm Sugar Market

Winnipeg.

SUGAR—Another advance of 15c per cwt. went into effect on Aug. 10, bringing basis up to \$9.55 for standard granulator. Sugar has been purchased very freely during the past week by the retailer, which is attributed to the fact that we are right in the middle of the preserving season. The housewife seems to have planned her preserving on a larger scale this year than ever before, her reason probably being to economize. The opinion was expressed by a prominent broker last week that, despite the fact that raw sugar was very high in New York, he believed that when the preserving season was over, sugar would decline. The statement of another broker differs somewhat—that they were quoting \$9.55 for sugar, but that if a dealer offered to buy a car, the price was \$10.

Big Advance in Cane Syrup

Winnipeg.

SYRUPS—The D. H. Bain Co., local representatives of the British Columbia Sugar Refineries, Ltd., advise that an advance has gone into effect on Roger's Golden Syrup, amounting to 90c per case, on 24 by 2 lb. tins, quotation on this size being \$5 per case. Full list of new quotations appears below. Roger's Golden syrup is coming into Manitoba in large quantities now. The corn market is very firm again, cornmeal selling at \$6.10 for 98's, which is the highest price ever known.

CORN SYRUP.

Beehive and Crown—

2-lb. tins, 2 doz. case, per case.....	5 28
5-lb. tins, 1 doz. case, per case.....	5 68
10-lb. tins, ½ doz. case, per case.....	6 41
20-lb. tins, ¼ doz. case, per case.....	6 42

White Clover and Lily White—

2-lb. tins, 2 doz. case, per case.....	5 78
5-lb. tins, 1 doz. case, per case.....	6 18
10-lb. tins, ½ doz. case, per case.....	5 91
20-lb. tins, ¼ doz. case, per case.....	5 92

Barbadoes Molasses—

In half barrels, per gal.....	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

ROGERS SYRUP.

24 by 2 lb. tins, case.....	5 00
12 by 5 lb. tins, case.....	5 80
6 by 10 lb. tins, case.....	5 45
3 by 20 lb. tins, case.....	5 30
12 by 3 lb. seal glass jars.....	4 00

Dried Fruits in Demand; New Apricots 25's, 23¾c

Winnipeg.

DRIED FRUITS—Jobbers report a very heavy demand for all lines of dried fruits, these no doubt being required for harvesting. Considering that the market on some lines is considerably easier, this is surprising, but it should be noted that these purchases are for immediate consumption only, and have not been bought for speculation purposes. New evaporated apricots have come on the market and are quoted as follows: 25's, 23¾c; 10's, \$2.40.

Santa Clara Prunes—

90-100s, 25-lb. boxes, per lb.....	0 10½
80-90s, 25-lb. boxes, per lb.....	0 11
50-60s, 25-lb. boxes, per lb.	0 12½
40-50s, 25-lb. boxes, per lb.....	0 13¼

Oregon Prunes—

100s and over, 25-lb. boxes, per lb....	0 08
90-100s, 25-lb. boxes, per lb.....	0 09½
80-90s, 25-lb. boxes, per lb.....	0 10
40-50s, 25-lb. boxes, per lb.....	0 12¼

Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 13¾
Apples, 25-lb. boxes	0 14¼
Apples, 3-lb. cartons, each....	0 46
Pears, choice, 25's	0 15½

Apricots

New, 25's	0 23¾
New, 10's	0 24

Predict Slump in Beans Before Long

Winnipeg.

DRIED VEGETABLES—While there is no decline in white beans in Winnipeg, brokers still insist that there will be a slump within six weeks, probably inside of a month. Both low priced and high priced stuff is beginning to arrive on the Pacific Coast. Beans that were ordered for February and March delivery are only just beginning to come in now.

White beans, bush.	7 25
California Lima Beans—	
80-lb. sacks	0 17¼
Peas—	
Solit peas, sack, 98 lbs.....	11 25
Whole green peas, bush.....	5 50
Whole yellow, bushel	3 75

Shortage of Canadian Tobacco

Winnipeg.

TOBACCO—Reports received here are to the effect that there has been a poor crop of Canadian tobacco, and brokers are having difficulty securing supply. One man reports that the party who supplied him with large quantities in previous years had advised him that he can give him none this year on account of the short crop.

Supply of Confectionery Less Than Demand

Winnipeg.

CONFECTIONERY—Representatives of Eastern houses here complain that they cannot secure half enough to supply the demand. Prices are very steady, as sugar is up, and is affecting confectionery.

Westerners Sending Canned Goods East

Winnipeg.

CANNED GOODS—Jobbers are experiencing a very heavy demand just now for canned goods. Tomatoes especially are moving freely. One wholesale house reports that they have sold more canned goods in the past thirty days than they did in the previous three months. Some idea of the firmness of

(Continued on page 52.)

FLOUR AND CEREALS

Flour Market Quiet; Feeds Still Firmer

Montreal.

FLOUR AND FEEDS.—There is very little new to report this week as regards flour. The millers are most anxiously awaiting the action of the Government as to the price of wheat, and what is to be done as to "war-flour." The market is dull meantime in this period of waiting. Old crop wheat is about exhausted, and only such milling is being done as will meet immediate requirements of the buyers who are in the field. The action of the United States has a considerable bearing on what may be the steps taken in Canada. Up to the time of writing the fact that no definite announcement had been made by the Government was working a certain amount of hardship, with prospects of still worse the longer the announcement is delayed. There is a chance that mills may have to close down in the first weeks of September unless the basis of business to meet Government regulations is soon established. News as to the crops in the North-West is a good deal better than at first received, but this may not betoken any superabundance of crop. New wheat will be coming in within a very few days now, when more will be known as to quality and prospects. Feeds keep tremendously scarce and high priced. If there were any to export still higher prices could be obtained in the States, but the millers have very little feed to dispose of. Prices remain as quoted last week, and winter wheat is also unchanged.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 00	13 20
Second patents	12 50	12 70
Strong bakers	12 30	12 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90%, in wood	12 25	12 35
90%, in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 90

Cereals Are Firm, Especially Corn

Montreal.

CEREALS.—The market for cereals, taking its tone from that for flour, is quiet, steady, and firm at present. There was a slightly easier tendency to rolled oats in car load lots, but this did not reach the region of retailers' business to any very marked extent, wholesalers having still higher-priced stuff on hands. Cornmeal is the sensational feature, and has advanced from 75c to \$1 a bag of

98 lbs. This is due to the unprecedented firmness in corn in the primary market. The corn based cereals are correspondingly firm, but prices have not altered since last week.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	7 00	7 25
Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.		6 25
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	5 00	5 25
Whole wheat flour, 98 lbs.		6 25
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		6 50

Whole Wheat Flour Talked Of

Toronto.

FLOUR.—The flour trade is concerned at the present time over the possibility of a regulation by the Food Controller so that only whole wheat flour will be milled in Canada. This has not been intimated by the Food Controller as being a probability, still the movement has received considerable support from the Associated Womens' Clubs, and this may have weight with the Food Controller in causing him to take action. It is pointed out that a great deal of the wheat which now goes into feeds of various kinds for animals will be utilized for human food and thus conserve the bread supply. Big milling concerns would naturally be opposed to such action, for the reason that they have spent millions of dollars in building up a name and reputation through advertising for their particular brand of white flour. With action stipulating that only whole wheat flour shall be milled in Canada, the advantage that is naturally and rightfully theirs by reason of their advertising would pass away. The small miller would stand on an equal footing with his product, as all flour would be milled according to certain specifications. There is a great uncertainty in the minds of millers over this question, as no definite pronouncement has been made by the Food Controller. Demand for flour locally continues to improve as large buyers are now coming in to replenish old stocks which are being depleted. There has been an easier tendency manifested in the grain market, a decline of 9¼c per bushel in the October option having been recorded. Flour prices for both Ontario and Manitoba held steady.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 90	\$13 10

Second patents	12 40	12 60
Strong bakers	12 20	12 40
Ontario Winter Wheat Flour—		
High patents	12.00- 12.20	12.20- 12.40
Second patents	11.60- 11.80	11.80- 12.00

Lower Prices On Corn Products Expected

Toronto.

CEREALS.—Advances in cornmeal were recorded during the week, due to the recent high prices prevailing for corn. Since the advances have been made, the situation has changed radically, due to the prohibition of the use of corn in the United States for brewing of alcoholic liquors, with the result that brewers have not been making any purchases for some days past. Corn prices have made a big slump within the past week and the feeling among millers is that lower prices in corn products can be looked for eventually. However, present stocks of corn products were made from dear corn and these may be consumed before lower prices come. There has been a good demand for barley and corn products. Rolled oats in some quarters were quoted slightly lower.

	Less than car lots
Barley, pearl, 98 lbs.	7 00 7 50
Barley, pot, 98 lbs.	5 00 5 50
Buckwheat flour, 98 lbs.	5 75 6 50
Corn flour, 98 lbs.	6 25 6 75
Cornmeal, yellow, 98 lbs.	5 95 6 75
Farina, 98 lbs.	6 25 6 50
Graham flour, 98 lbs.	6 00 6 25
Hominy, grits, 98 lbs.	6 65 6 75
Hominy, pearl, 98 lbs.	6 65 6 75
Oatmeal, 98 lbs.	5 25 5 60
Rolled oats, 90-lb. bags	4 55 4 65
Rolled wheat, 100-lb. bbls.	6 50 6 75
Wheatlets, 98 lbs.	6 45 6 50
Peas, yellow, split, 98 lbs.	10 25 11 00
Blue Peas, lb.	0 09 0 12

Above prices give the range of quotation to the retail trade.

Millfeeds Prices Settle Somewhat

Toronto.

MILL FEEDS.—The high quotations noted last week have shown a tendency to settle down toward the lower quotations during the past week. The extra heavy demand noted last week in some quarters is still keeping up. Bran is now quoted at a range of \$35 to \$37 per ton, and shorts at \$40 to \$42 per ton. Feed flour is quoted from \$3.05 to \$3.20 per bag.

	Mixed cars ton	Small lots ton
Mill Feeds -		
Bran	\$35-\$37	\$37-\$39
Shorts	40- 42	42- 44
Special middlings 50	.. 52
Feed flour, per bag		3.05-3.20

WHEAT MAY SELL AT \$2.00
COUNTRY MERCHANTS WAITING
Winnipeg.
FLOUR AND FEEDS—Early this

week first patents were still selling at \$12. The price of wheat was around \$2.40, and domestic flour business was very quiet. It is evidently the opinion of country merchants that it will pay them to wait, as in the event of the Grain Supervisors' Board fixing price on the new crop, it may be lower than the \$2.40 basis, which was the price named for last year's crop. The United States is still talking \$1.90 wheat, and it may be that the price of wheat in Western Canada will be fixed at \$2. Rolled oats are still very firm, and all millers are fairly well sold. Feeds—Bran is selling at \$35, shorts at \$39, with considerable demand. No reduction is looked for in feeds, even if the Grain Board fixes the price of wheat at lower than \$2.40. Reports on the crop arriving early this week were much better than previous reports.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90
Cereals—	
Rolled oats, 80's	4 00
Rolled oats, pkgs., family size.	4 75
Cornmeal, 98's	6 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00
Mixed chop, ton	54 00

WEEKLY MARKET REPORTS

(Continued from page 50.)

the canned goods market may be gathered from the fact that some Western jobbers who laid in larger stocks than usual, have been shipping to the East, and securing better prices than they could in their own district. Several cars of tomatoes and corn, it is said, were shipped East. Reports from Eastern Canada are to the effect that vegetables are about one month late. Brokers predict that the price of tomatoes will be lower this year. In anticipation of later deliveries on most canned vegetables, retailers have been purchasing very heavily of late in order to protect themselves against probable shortage before arrival of new pack. Local houses point out the danger of difficulty in shipping canned goods next Fall. The crop on some lines is a month late, and if not shipped before the cold weather arrives, difficulty may be experienced getting it here, as refrigerator cars will, no doubt, be held at a premium as they were last year.

Coffee Market Weak; No Change in Winnipeg

Winnipeg.

COFFEE—The market on Rios and Santos continues very low, but does not seem to affect local markets very much.

Sentiment Against the Consumption of Broilers

Winnipeg.

FISH AND POULTRY—Everything in the fish line seems to be plentiful

with the exception of pickerel. The latter is bringing 11c. There is a splendid demand for fish of all kinds. Broilers are still bringing 30c, and there are very few arriving. There appears to be a strong sentiment against the consumption of young chicken, just as there is against veal and other animals killed in infancy. It will be another month probably before poultry arrives in plentiful supplies.

Whitefish	0 11	0 12
Salmon, frozen	0 15
Salmon, fresh	0 19
Halibut, fresh	0 15
Cod	0 12	0 12½
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½
Poultry—	
Broilers, lb.	0 30

Malaga Grapes, \$2.50 Crate Blueberries Not Cheap

Winnipeg.

FRUITS AND VEGETABLES—New Malaga grapes have arrived on the market and are selling at \$3.50 crate. Early this week blueberries were still selling at \$2.25 per basket of 14 lbs., and jobbers were doubtful whether they would be any cheaper this week. There has been a slight decline in canteloups, standards, which are now quoted at \$6.50 Ontario tomatoes are coming on the market at \$2 per case. New potatoes have declined to \$1.80, and are due for a further decline. Washington apricots are off the market. California pears have jumped to \$4 crate. Plums are up to \$2.75 per crate. Peaches are down to \$1.75 per crate. There are practically no gooseberries offering.

Cucumbers, bushel	5 00
Beans, cream	2 50
Potatoes, new, B.C.	1 80
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Cabbage, Cal., lb.	0 02
Lettuce, leaf, doz.	0 15
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 15
Tomatoes, Ontario, case	2 00
Fruits—	
Blueberries, basket, 14 lbs.	2 00
Oranges, Valencias	5 00
Lemons	9 00
Bananas, lb.	0 05
Watermelons, doz.	8 00
Cantaloups, flats	2 25
Cantaloups, standard, 45 to case	6 50
Pears, Cal., crate	4 00
Plums, crate	2 75
Peaches, crate	1 75
Grapes, Malaga, crate	3 50

BUTTER AND CHEESE PRODUCTION IN 1916

A report on the total production of butter and cheese in the creameries and cheese factories of Canada for the year 1916 as compared with 1915 has been printed by the Census and Statistics Office based on returns collected from the dairying branches of the Provincial Departments of Agriculture.

The total number of creameries and

cheese factories operating in 1916 is reported as 3,446. The total number of patrons contributing to creameries and cheese factories during the year 1916 was 221,192, the deliveries of milk amounting to 2,600,542,987 lbs. and of cream to 157,620,636 pounds.

The total production of creamery butter in Canada in 1916 was 82,564,130 lbs. of the value of \$26,966,357 as compared with 83,824,176 pounds of the value of \$24,368,636 in 1915. The total production of factory cheese in 1916 was 192,968,597 lbs. valued at \$35,512,530.

CO-OPERATIVE DELIVERY IN GODERICH

(Continued from page 30.)

Once the goods leave the grocer the delivery company assumes entire responsibility for their safe arrival.

Four rigs are used in the delivery. One for each section of the town. They differ little from the ordinary delivery rigs, except that they have three decks, which enables carrying a greater number of orders than the average, single grocery delivery would require.

The grocers generally acknowledge that this delivery system is a great improvement on the old method. It does away with the persistent deliveries that the merchant, when conducting his own delivery system, finds it difficult to refuse. Moreover, in Goderich as in many other towns. Getting men is one of the serious items in any undertaking. Of course there are men driving these co-operative delivery rigs but, it is considerably easier to get four men than two or three times that number.

Now as to the matter of cost the news system also has something on the old. There is of course a sliding scale depending on the business that the merchant is doing, but for a merchant in a good type of business the weekly cost of the delivery amounts to \$10.00 which is considerably less than even the salary of a delivery boy in these days, and that is only one of the many charges involved in the delivery problem. In Goderich, as in most other sections where the system has been tried, the co-operative delivery is voted a success.

ONTARIO FALL FAIR DATES

(Continued from page 32.)

Waterdown	Oct. 2
Waterford	Sept. 27
Watford	Oct. 2 and 3
Welland	Oct. 1-3
Wellesley	Sept. 11 and 12
Weston	Sept. 14 and 15
Wheatley	Oct. 1 and 2
Warton	Sept. 25 and 26
Wilkesport	Sept. 27
Williamstown	Sept. 19 and 20
Winchester	Aug. 29 and 30
Windham Centre	Sept. 25
Windsor	Sept. 24-27
Wingham	Oct. 9 and 10
Wolfe Island	Sept. 18 and 19
Woodbridge
Woodstock	Sept. 19-21
Woodville	Sept. 13 and 14
Wooler	Sept. 6 and 7
Wyoming	Oct. 4 and 5
Zephyr	Oct. 2
Zurich	Sept. 19 and 20

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Aug. 14.—Any preserving that is being done is by the jam factories. Sugar is now \$9.55 per hundred-weight wholesale. No one is buying small fruits except for immediate table use. Sugar has risen 60c in twelve days. Flour is now \$12.50 Eastern canned vegetables are due for an advance soon, as stocks are exhausted. Green peas are now selling at \$1.52 per dozen cans. Dessert fruits are selling well. Potatoes are dropping gradually in keeping with the season. Eggs have advanced. Business staples has been good. Cheese is in especially strong demand. Lard seems due for an advance. The price of salmon per case has not yet been fixed, but it is likely that this will be a dollar higher than last year.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 55
Flour, first patents, Manitoba, per per bbl., in car lots	12 50
Salmon, Sockeye, 1-lb. talls, per case 4 doz.
Rice, Siam, No. 1	132 00
Do., Siam, No. 2	111 00
Beans, Japanese, per lb.	0 12½
Beans, B.C., white	0 17
Potatoes, new, per lb.	0 02½
Potatoes, per ton	35 00 40 00
Lard, pure, in 400-lb. tierces, lb.	0 26½
Butter, fresh made creamery, lb.	0 42
Eggs, new-laid, in cartons, doz.	0 51
Cheese, new, large, per lb.	0 26

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Aug. 14.—Sugar is up fifteen cents and is now \$10.30 per hundredweight. Roger's syrup is also up 25c to 35c per case. New pack sockeye salmon, tall ones, quoted at \$12.75 per case. Baker's cocoa and chocolate has advanced 5c per lb. Rolled oats have taken a drop and are now \$4.10 for 80's. Lard 3's are now quoted at \$15.60 to \$16.20, but an advance appears likely. Standard pears, twos, jumped to \$3.45 per case. Eastern clams, which were scarce on this market, have advanced \$8 per case. Sago and tapioca are now both 13c per lb.

CALGARY:

Beans, small white, Japan, lb.	0 13	0 15
Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s	4 10	
Rice, Siam, cwt.	5 65	
Tapioca, lb.	0 13	
Sago, lb.	0 13	
Sugar, pure cane, granulated, cwt.	10 30	
Cheese, No. 1 Ontario, large.	0 24½	0 25
Butter, creamery, lb.	0 40	

Do., dairy, lb.	0 27
Lard, pure, 3s, per case	15 60 16 20
Eggs, new laid, case	10 00 11 00
Tomatoes, 2½s, standard case.	4 50 4 80
Corn, 3s, standard case	3 90 4 00
Peas, 2s, standard case	3 45
Apples, gals., Ontario, case.	2 65 2 85
Strawberries, 2s, Ontario, case.	5 50 5 85
Raspberries, 2s, Ontario, case.	5 40 5 85
Peaches, evaporated, lb.	0 14 0 15
Peaches, 2s, Ontario, case	4 75
Lemons, case	10 00
Salmon, pink, tall, case.	7 25
Salmon, Sockeye, tall, case.	12 75

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Aug. 14.—Another advance of fifteen cents on sugar is recorded this week. Rolled oats have declined to \$4.65 for bails. Eggs have advanced to 37c. There are indications that there will be only about forty per cent delivery of the new crop of peas. A sharp advance has already taken place in canned peas amounting to 50c per case. The new crop is reported to be small. MacDonald's tobacco has declined one cent per pound. Baker's chocolate has advanced six cents, and Baker's cocoa five cents per lb. Baking powder has advanced from 25c to 50c per case. Spices are higher and caraway seeds have advanced to \$1.25 per lb.

REGINA—

Beans, small white Japan, bu.	7 25
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00 12 20
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	4 65
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13½
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 84
Cheese, No. 1 Ontario, large	0 25
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 37
Pineapples, case	4 75 5 35
Tomatoes, 3s, standard case.	4 50
Corn, 2s, standard, case.	3 75
Peas, 2s, standard, case	3 45
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case.	5 75
Raspberries, 2s, Ont., case.	5 45
Peaches, 2s, Ontario, case.	3 75
Salmon, finest sockeye, tall, case.	13 50
Salmon, pink, tall, case.	7 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Aug. 14.—Business continues steady with sales well up to

the average or rather beyond, considering the quiet time of year. The changes this week are again all upwards. There has been a sharp advance in granulated cornmeal, which is now quoted at \$14.25 per barrel, ordinary is \$5. Molasses again jumps, and is now 76c to 77c. Rolled oats are up to \$10.25. Sugar shows a quarter advance. Granulated is now \$9.15 to \$9.20, yellow \$8.65 to \$8.70, Paris lumps \$10.40 to \$10.50. Eggs advanced rapidly this week, new laid are 40c to 42c, case eggs 38c to 39c. Butter showed the same tendency, creamery is 42c to 45c, dairy 42c, and tub is 39c to 41. The crop shortage has had a marked effect on canned corn and peas, the former being now quoted at \$4.30, and the latter advanced to \$3.50. California pears are \$4 to \$4.50. New potatoes are coming in more plentifully, and are now selling at \$1.25 per bushel, or \$3.10 per barrel. A few of the old crop are offering at \$5.50. No more Americans are coming in.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	13 90
Ontario	13 35
Cornmeal, gran., bbls.	14 25
Cornmeal, ordinary, bags	5 00
Molasses, extra fancy, gal.	0 76 0 77
Rolled oats, bbl.	10 25
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 75 8 80
Rice, Siam, cwt.	7 50 8 00
Sago and tapioca, lb.	0 13½ 0 14
Sugar—	
Standard granulated	9 15 9 20
No. 1 yellow	8 65 8 70
Paris lumps	10 40 10 50
Cheese, N.B., twins	0 22½ 0 23
Eggs, new-laid	0 40 0 42
Eggs, case	0 38 0 39
Breakfast bacon	0 33 0 35
Butter, creamery, per lb.	0 42 0 45
Butter, dairy, per lb.	0 42
Butter, tub	0 39 0 41
Lard, pure, lb.	0 28½ 0 29½
Lard, compound	0 21¼ 0 21½
American clear pork	53 00 56 00
Beef, corned, ls	4 25
Tomatoes, 3s, standard, case.	4 70
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.	4 20
Corn, 2s, standard case	4 30
Peas, 2s, standard case	3 50
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case.	5 00 5 25
Pork and beans, case	4 00 5 50
Fresh Fruits and Vegetables—	
Lemons, Messina, box	8 00 9 00
Lemons, Cal., box	10 00
Oranges, Cal., box	4 50 5 50
Pears, Cal.	4 00 4 50
Peaches, Cal.	1 75 2 00
Plums, Cal.	2 75 3 50
Grapefruit, per case	6 00 7 00
Potatoes—	
Old native, barrel	5 50
New, native, bbl.	3 10
Onions, Texas	2 00 2 25
Tomatoes, Ont., basket	1 75
Cucumbers, doz.	0 30 0 40

Pte. E. W. Jones, formerly with Melagama Tea Company, Toronto, has been killed in action.

Lieut. W. B. Edmonds, son of J. Edmonds of Christie Brown Co., Ltd., Toronto, is reported dangerously wounded at the front.

PRODUCE AND PROVISIONS

Hog Market Firm; Products Steady

Montreal.

PROVISIONS.—The scarcity of live hogs continues, due no doubt to harvesting operations in the country. The market is very firm, and prices for live hogs were advanced over last week's at \$17.25 to \$17.50 per 100 lbs. Dressed hogs were quoted at \$24.00 to \$24.50, and the tendency of the market was towards firmness. There is a still more decided firmness in the hog market at Chicago, and the Canadian market does not fully reflect this yet. Therefore it is probable that further advances in hogs and hog products may occur. The market for cooked meats is very good, cooked hams in particular being required in considerable quantity. The lard market is quiet and without element of firmness for the present owing to slow demand. Shortening is also in quiet uneventful market at present with demand reported slow.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots....	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 42	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 25½	
Tubs, 50 lbs.	0 25¾	
Pails	0 26	
Bricks, 1 lb., per lb.	0 27	
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¼
Bricks, 1 lb., per lb.	0 23	

Poultry Conditions Are Not Changed

Montreal.

POULTRY. — Mention of meatless days makes for poultry sales, in market opinion, but for the time being there is no great feature of activity in the poultry market. Prices for both live and dressed fowls remain as quoted last week, and supplies are coming along satisfactorily for the time of year. Further on in the fall better finished arrivals may be expected as feeds for poultry have been scarce and high priced so far.

Poultry—	Dressed	Live
Old fowls	0 21	18 20
Chickens, milk-fed, crate fat-		

tened, lb.	0 25	0 22
Old roosters	0 16	0 14
Roasting chickens	0 28	0 22
Young ducks	0 25	
Turkeys (old toms), lb.	0 31	0 25

Eggs Scarcer Still And Prices Higher

Montreal.

EGGS.—The egg market is firmer than ever due to shortages in delivery of eggs. The country supplies have run low, and in some cases as high as 40 to 42 cents has been asked for strictly fresh gathered stock in the country. It is hoped that when the harvest is nearer over, and the hens are again allowed forth to scratch and glean in the enclosures from which crops have been taken, there will be a renewal of egg supply for the fall. This is a usual feature of the market, and will probably take place as previously. Some western eggs are coming in but these do not produce better than No. 1 eggs owing to long transit. Old Country demand for eggs awakens a little, but none are being shipped yet, though orders are booked for fall shipment. Prices to retailer will be found advanced this week.

Eggs—		
New laid, specials	0 52	
Selects	0 47	
No. 1's	0 43	
No. 2's	0 38	

Cheese Market is Steady as Before

Montreal.

CHEESE.—The market for cheese is going on steadily without any particular feature. Receipts of cheese in Montreal have shown a decrease as compared with the figures for last year at this time. Only 76,098 boxes were received for the week ending 11th August as compared with 88,549 boxes for the corresponding period last year. Prices in the country range from 21c to 21 5-16ths cents. Commission prices are 21¼c for No. 1 cheese, 21½ for No. 2 and 20¾c for No. 3, with a quarter cent less for lower grades. Prices to the retail trade remain as last week but one wholesale firm is charging more for Stilton, which ranges from 25 to 30 cents per lb.

Cheese—		
Large (new), per lb.	0 22	0 22¼
New twins, per lb.	0 22	0 22¼
Trinlets, per lb.		0 22¼
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.		0 30

Butter Market is Remarkably Firm

Montreal.

BUTTER.—In the words of a market expert of wide experience "the butter market is hard to understand." Prices in the country are reaching remarkably

high levels for the season. From 39c to 40c has been realized for country stock either in the country or newly offered in the city. There is said to be shortage due to cheese making in preference to butter making. Some demand for export is believed to be coming forward owing to the nature of the buying done, but this is not very definite yet. In fact at the high prices ruling export would seem to be out of the question. While some of the firms selling to retail had not altered their prices from last week's quotations except as to cutting off the lowest figures of the range, others were advancing prices, and the whole market is on the firm trend.

Butter—

Creamery prints (fresh made).	0 40½	0 42½
Creamery solids (fresh made).	0 40	0 42
Dairy prints, choice, lb.	0 35	0 36
Dairy, in tubs (choice).	0 34	0 35
Bakers	0 30	0 33

New Crop Clover Honey Offered

Montreal.

HONEY AND MAPLE.—Clover honey is being offered to the market here, but little or none has been purchased as yet. Holders are looking for prices very much in advance of those prevailing last season. In many districts supplies of honey are reported to be equal to or better than last year's crop. In others the wet spring is reported to have caused reduction of output. Although new season's honey is higher in price, prices to the retail trade for old crop have been eased off a little demand being slow. There is no special note of importance re maple syrup at present.

Honey

Buckwheat, 5-10 lb. tins, lb.	0 12	0 12½
Buckwheat, 60-lb. tins, lb.		0 12
Clover, 5-10 lb. tins, per lb.		0 14
Clover, 60-lb. tins		0 13½
Comb, per section	0 15	0 16

Maple Product—

Syrup, 13 lbs. Imp. meas.,		
per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 16	0 17

Meats And Lard Incline Higher

Toronto.

PROVISIONS.—There was a generally stronger market in all lines of provisions during the week. There is a better demand for smoked hams, meats quite generally being in more active demand. Medium hams were quoted up ½c per pound and boneless backs were 1c higher. Roll bacon was firmer by ½c per pound and pickled rolls in barrels were advanced 50c. Both pure lard and compound lard showed an upward



They give your customers real money value

That's why the better class grocers everywhere are featuring the Armour lines—they find them unusually de-



pendable sellers and sure "repeaters." And every sale rings up a profit that makes selling effort very worthwhile.

Why not link your store with the money-mak-

ing Armour reputation? A stock of food products bearing the Armour Oval Label will start you on the road to increased business and bigger profits.

Our store signs and advertising materials will keep your Armour stocks moving briskly. See our Salesman about them or write us direct.



ARMOUR AND COMPANY
HAMILTON, ONTARIO, CANADA

Hamilton, Montreal, Sydney

1688



WHY DEL MONTE IS ALWAYS A POPULAR SELLER

DEL MONTE is the most widely known brand of canned fruits and vegetables on the market to-day, and its whole success has been based upon a firm belief that the consumer knows and appreciates quality.

Our sole aim and thought is to pack quality. We select our fruits from the particular districts in California where each variety is grown to its highest degree of excellence. And packing is carried on with scrupulous care in model orchard canneries, where the fruit is packed the day it is picked.

That is why we guarantee DEL MONTE canned fruits and vegetables. And that is why your customers, like millions of others, will become permanent DEL MONTE customers,—once they have experienced the distinctive deliciousness of DEL MONTE products.

You can build a large and profitable business on California Canned Fruits and Vegetables if you handle the DEL MONTE kind.

Wholesale distributors everywhere.

CALIFORNIA PACKING CORPORATION

San Francisco,
California

If any advertisement interests you, tear it out now and place with letters to be answered.

tendency, pure in tierces being quoted at 24½c and compound from 20½ to 21¾c per pound on tierce basis. There is a stronger demand for both compound and pure lard. Reports from the north state that several of the lumbering companies are preparing to send men into the woods this fall and inquiry for meats from the Ottawa valley lumbering concerns has been more active during the past week. Commission men are looking forward with satisfaction to trade for the coming fall and winter, judging from the development of interest during the past week. Live hogs have been higher during the week by 35c per hundred. Receipts are not heavy owing to the activities of the farmers with their harvesting operations. Fed and watered are being quoted at \$17.35 per hundred pounds. There is a feeling in the market that prices on live hogs are likely to be much higher, \$20 per hundred being considered in some quarters not an improbable figure.

Hams—			
Medium, per lb.	0 29½	0 31	
Large, per lb.	0 24	0 26	
Backs—			
Plain	0 31	0 37	
Boneless, per lb.	0 38	0 40	
Bacon—			
Breakfast per lb.	0 34	0 38	
Roll, per lb.	0 27½	0 28½	
Wiltshire (smoked), per lb.	0 28	0 31	
Dry Salt Meats—			
Long clear bacon	0 26	0 26½	
Fat backs, lb.	0 25	0 27	
Cooked Meats—			
Hams, boiled, per lb.	0 40½	0 41½	
Hams, roast, per lb.	0 44	0 46	
Shoulders, roast, per lb.	0 41	0 43	
Barrel Pork—			
Mess pork, 200 lbs.	47 50	48 00	
Short cut backs, bbl., 200 lbs.		50 00	
Pickled rolls, bbl., 200 lbs.	48 00	49 00	
Lard—			
Pure tierces, 400 lbs., per lb.	0 24	0 26	
Compound tierces, 400 lbs., lb.	0 20½	0 21¾	
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.			
Hogs—			
Dressed, abattoir killed		24 00	
Live, off cars		17 25	
Live, fed and watered		17 00	
Live, f.o.b.		16 25	

Butter Advances 2c During Week

Toronto.

BUTTER.—There was additional firmness in the market for butter during the week which worked out toward higher prices. There has been a good demand locally for fresh-made creamery prints but the weather has militated against the making of this class of butter by the factories and in consequence the make continued to run to solids. Cream production is ebbing due to the drying of the pastures. Eastern markets were higher and this in turn helped to give additional firmness. There is a feeling in the eastern centre that if there is no further demand for export butter there will be more than will be required for home consumption.

Creamery prints, fresh made	0 41	0 42
Creamery solids	0 39	0 40
Dairy prints, choice, lb.	0 38	0 39
Dairy prints, lb.	0 33	0 38

Eggs Take Big Move Upward; Supplies Short

Toronto.

EGGS.—There was a decided move in the upward direction in the price of eggs due to the scarcity of supplies. An advance of 6c to 7c per dozen was made in the price of eggs ex-cartons. Production at country points is now light, due to the moulting season and to the fact that hens have not yet secured much of the harder feeds. There are still some western eggs in the local market which are being sold at 43c per dozen.

Eggs—		
New laid, cartons	0 49	0 52
New laid, ex-cartons	0 47	0 48
No. 1, ex-cartons		0 45
Westerns, ex-cartons		0 43

Export Movement of Cheese Heavy

Toronto.

CHEESE.—A feature of the cheese market during the week was the heavy movement of this commodity into export channels. It is estimated that fully 100,000 boxes were shipped abroad during last week and that in all probability the movement would be as heavy during the present week. At the cheese boards in Ontario prices ruled firm and in some instances the margin between the established Government price and that paid at the factories was still further narrowed, selling at 21 3-16c at Peterboro. Locally the price remained a fixture with a fair demand for local consumption.

Cheese—		
New, large	0 22¼	0 23
Old, large	0 29	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 23½	0 25

Run of Chickens Still Continues Light

Toronto.

POULTRY.—The run of spring chickens continues to be light, as farmers are evidently busy with their harvesting and the women folks of the farm are likewise busily engaged with their share of the activities. Harvesting is now quite general throughout Ontario and the chickens and hens will soon be able to get to the stubble. An improvement in the quality of the meat is expected in consequence in the near future. Ducks continue to come to the market in good numbers, more arriving in fact than can be disposed of. Quotations ranged from 14c to 17c per pound for live ducks in prices being paid by dealers at Toronto.

Ducks, live, lb.	0 14	0 17
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 16	0 18
Hens, fresh, dressed, per lb.	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over..	0 25	0 30
Squabs, dozen		4 00
Prices are those paid at Toronto by commission men.		

Arrivals of Honey Were Light During Week

Toronto.

HONEY.—Arrivals of new-crop honey were light during the week. Some of the expected arrivals for last week furthermore did not reach the local market. Commission men in some instances expressed the opinion that the crop this year will be fairly light, although conditions seem to merit an equally good crop with that of last year. Maple syrup continued in steady market, the demand being seasonable.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

PRICE OF EGGS ADVANCING CREAMERY BUTTER UP

Winnipeg.

PRODUCE AND PROVISIONS.—Last week the hog market advanced to \$16.60, reaching that figure on August 8, but later declined to \$16. The reason given for advance in the first place was that inquiries were coming in from the East. Packers attribute the later decline to lack of support from the East. Receipts of hogs have been fair, and quality medium. It is anticipated that receipts will not be heavy for the next month or six weeks. Lard is unchanged, but with a firmer undertone. Eggs—Prices advanced from 32c to 33c to shippers, and the trade in Winnipeg are paying 35c to 37c for candled stock. Jobbers in Winnipeg are turning down quantity orders at 36c. Receipt of eggs has been relatively light, with a wide variation in quality. Creamery Butter—As a result of the marked advance in Montreal, with inquiries from that point, the Winnipeg market has advanced. The price of No. 1 Creamery in cartons advanced early this week one to two cents. Dairy Butter—Buying prices have advanced, but selling prices were unchanged early this week. Receipts have been light. Cheese—This market advanced half a cent, and Manitoba cheese is quoted to the factory at 20¾c.

Hams—		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 36
Backs, regular		0 32
Backs, select, per lb.		0 34
Dry Salt Meats—		
Long clear bacon, light	0 25	
Backs	0 26	
Barrelled Pork—		
Mess pork, bbl.		45 00
Lard, Pure—		
Tierces		0 25½
20s		5 40
Cases, 5s		15 82
Cases, 3s		15 90
Lard, Compound—		
Tierces		0 20¼
Tubs, 50s, net		10 38
Pails, 20s, net		4 40
Fresh Eggs—		
New lays	0 36	0 37
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large, fresh	0 22½	0 23
Butter—		
Fresh made creamery, No. 1 cartons		0 40
Fresh made creamery, No. 2..		0 39

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

This year's "Furnivall's" is without doubt as choice a pack as we have ever put before the trade.

Order your supplies now and get ready for better Fall selling.

FURNIVALL-NEW, Limited
Hamilton, Canada

Right now is your best opportunity to take advantage of the increasing popularity of this excellent beverage.

Hop Malt Beer Extract

Made only from pure Hops and Malt. Can be made at home. Possesses the genuine Lager Beer flavor, while conforming strictly to the Temperance Act. Sells quickly, allows good profit and is a certain repeater. No licence required. Agents wanted everywhere.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

W. C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

GOOD WASHBOARDS AT PRICES THAT SELL

Every one of our washboards is made to give years of satisfaction and service. And the price is attractive.

Our lines:

CANUCK (Glass), SUPERIOR. SOLID GLOBE and COMPETITOR GLOBE in Metal or Zinc. WASH-DAY SURPRISE and ECONOMY in Metal.

Every sale means a good profit.

CANADIAN WOODENWARE CO.

Manufacturers of Washboards in Zinc, Glass and Metal
ST. THOMAS, ONTARIO

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Imperative Call

THE whole world calls for greater production on the farm. It is imperative that farm production be increased during the next year. The farmer is willing to produce more, and wants all the assistance and suggestions which are feasible along this line.

The time to organize next year's production campaign is now. THE FARMER'S MAGAZINE therefore is getting out in conjunction with its September issue an *Autumn Planning Number*. Its purpose is to assist the farmer to plan and organize next year's farm work now, to lay out his work for the next twelve months and work along a definite plan.

The Autumn Planning Number will contain as far as is possible for any one number to contain a program of a year's work on the ordinary farm. It will contain a tremendous number of ideas and suggestions which will help the farmer to secure better results. The whole number will be kept and referred to many times during the coming year.

The Autumn Planning Number will be directed editorially to give the farmer assistance in planning and organizing his work for next year, so as to increase production.

The Departments of Agriculture for the various provinces as well as the Department of Agriculture for the Dominion, are also working along this line. In other words, the farm press and the Department of Agriculture are spending a tremendous amount of time and energy in helping the farmers in this greater production campaign.

The manufacturers of farm machinery, equipment, etc., have an important part to play in this educational campaign. They should tell the farmer how their own special equipment will assist the farmer to produce more. They should not leave it to the farm press or to the Agricultural Departments of the Provincial Governments to do the entire education work. It is up to them to join in this campaign, as they are the ones who will stand to gain most by it.

When the soil is being so magnificently tilled for you, sow in it. Use the power that you can have for nothing to fortify the appeal of your own proposals.

The Autumn Planning Number of FARMER'S MAGAZINE is an envelope for your letter in reply to the communication on opposite side of this page.

Forms close August 24.

For full particulars Address

The Farmer's Magazine,
143-153 University Ave., Toronto.

If a farmer sent you this letter:

Busy Farm,

August 1st, 1917.

Dear Sirs:—

What have you got for me, good for me to know or have, for my Autumn and next year's work.

I've done pretty well this year. Crops have been good, prices are high, and I am doing my bit to help win the war. I want to do much more next year in the way of production. I want to do all in my power to respond to the call for more foodstuffs. Can you help me produce more?

Can you show me any way by which I can do my work faster, or easier, or cheaper, or with less help? Also, I am interested in improving my farm—by better fences, better buildings, better underdraining. Have you any suggestions to offer me?

My family are talking about our getting a motor car and a phonograph. Also about putting in some conveniences, such as a bathroom, a water system and electric light. Have you anything to say to us on these things?

I am going in more and more for pedigreed stock, for dairy purposes and for feeding for market, and am open to suggestions from you.

In closing, I may say that I am prepared to spend a tidy sum this Autumn, since I have the money, to make the farm and farm home a more attractive and livable place, and will welcome any suggestions or proposals from you. Please make them through the advertising columns of THE FARMER'S MAGAZINE, which I and my family read closely.

Then we can open up correspondence with you direct, and we'll do so with the hope and intention of doing business with you.

Yours truly,

JOHN RURALIST.

Would you read it and answer it in

The Farmer's Magazine?



KEYSTONE BRAND

Push "KEYSTONE"

Horse and Stable Brushes

Is the line you are handling helping or hindering your business as a whole?

A poor line will give dissatisfaction you may never hear of—you only know the line is a "sticker."

But with the Keystone line—how different? Your customers are enthusiastic—come back for more, recommend you to their friends, and you feel like pushing the line. What's your choice?

Write for prices, etc., to

STEVENS-HEPNER CO., Limited
Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.



Whittemore's Shoe Polishes

IT'S an old story—that's why it's so often forgotten. So we want to remind you again that the best known goods are the easiest to sell. The best known dressings are Whittemore's, made by the Oldest and Largest Manufacturers of Shoe Polishes in the World.

The World's Standard Dressings

OIL PASTE

High grade paste polish, large tin boxes, easy cover remover attached. Black or Tan, 10c size.

GILT EDGE

Self Shining Dressing, 25c size.

FRENCH GLOSS

Self Shining Dressing, 10c size.

BOSTONIAN CREAM

will be a big seller in any color this coming season. 25c size.

WHITTEMORE BROS. CORP.

CAMBRIDGE, MASS.



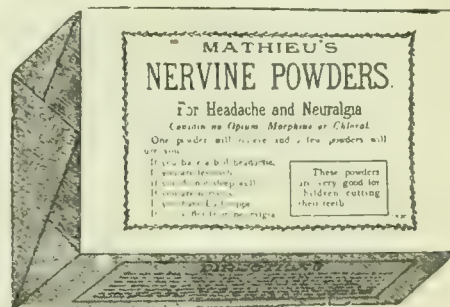
Show "Lively Polly" to Your Customers

Let them see what a wonderful 5 cents' worth it is. And you can recommend it. It never fails to satisfy.

The profits are worth while.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg.
MONTREAL



Worth featuring at any
time—

MATHIEU'S NERVINE POWDERS


Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company
SHERBROOKE, QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.



**ENO'S
"FRUIT SALT"**

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO

The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works
LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto



**CENTURY
SALT**

A customer pleaser that's worth displaying

You can guarantee Century Salt to be as good and as pure as it is possible for salt to be.

Century Salt sells well and gives the dealer a neat margin of profit. Keep well stocked.

THE DOMINION SALT CO. LIMITED
SARNIA, ONT.

**A neat little seller
for your
window and
counter
displays**



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Help Your Customers Solve the High-Cost-of-Living Problem by Recommending the Use of **PURITY FLOUR**

Chemists and food experts agree that Purity Flour possesses more actual food value per pound than eggs, meat, milk or vegetables. It is, without doubt, the most economical food product a person can buy.

Render real service to your customers by telling them this fact. Tell them that "Purity" is an all-purpose flour for every baking need. It makes delicious bread and rolls, light, fine-grained cakes and rich, flaky pastry.

Western Canada Flour Mills Co., Ltd.

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo,
Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, and St. John, N.B.



GOLD DUST A STEADY SELLER



You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?



THE N. K. **FAIRBANK** COMPANY

LIMITED
MONTREAL



"Let the GOLD DUST TWINS do your work."

If any advertisement interests you, tear it out now and place with letters to be answered.

Dominion Food Controller Urges Use of Fish

With the Dominion Food Controller urging the people of Canada to make more extensive use of Fish and other Sea Foods, every live grocer will see to it that his stock is large and well assorted.



Feature BRUNSWICK BRAND For Satisfaction

There are no more wholesome and nourishing fish in the world than those specially selected for Brunswick Brand. You are not trying out any experiment in selling the deliciously appetizing Sea Foods put up under the well-known Brunswick Brand.

If you are already handling these goods keep them well displayed where your customers will be sure to see them. Suggest them with every order and do not hesitate to guarantee them.

If you are not yet familiar with the unusual selling merits of Brunswick Brand Fish and Sea Foods you should begin right now by ordering a trial supply from this list:

1/4 Oil Sardines
1/4 Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams

Connors Bros., Limited
BLACK'S HARBOR, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2 1/2-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars. 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure.....	\$1 75
1/2 Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
30's Tin or Wood, one pail crate, per lb.	14 1/2

BLUE

Keen's Oxford, per lb.....	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, 1/2-lb. tins, doz....	2.45
Perfection, 1/4-lb. tins, doz....	1.85
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36

"It's all Right"

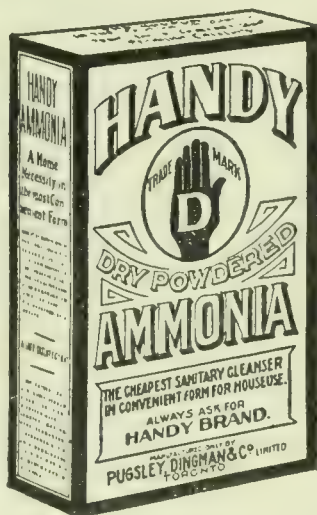


Handy Ammonia

It's a household necessity. It's a great seller.
It's a good big profit-earner.

Put up in dry powder,
it does not evaporate.

Packed in attractive
cartons, it looks well
on the shelf and moves
readily off it.



Prices — 1 lb. size,
single, \$1.55 per case
of 36 packages.

5 c/s lots, \$1.50 per case.
Large size, \$2.85 per
case, in any quantity.

Freight prepaid on all
5 c/s lots and upwards.

*All our goods carry the premium
feature to the public through cou-
pon in the wrapper or carton.*

**Pugsley, Dingman &
Co., Limited**
TORONTO

Order through your jobber
or direct from us.



We keep Canada clean

If any advertisement interests you, tear it out now and place with letters to be answered.

ROLLED BACON

Sugar Cured, Boneless,
nice fresh goods and
low in price.

*Let us have a sample
order from you.*

F. W. FEARMAN CO.
LIMITED
HAMILTON

The best Orange Marmalade

is

Wethey's

Are you selling it?

If any advertisement interests you, tear it out now and place with letters to be answered.

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa-nut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.	0 39
Lunch bars, 5-lb. boxes.	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2 1/2-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can.....	
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., wgt. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 85

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—1/2s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—1/2s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—1/2s, \$2.	
Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	

ROYAL BAKING POWDER

Pleases Customers

Millions of families
Use ROYAL
exclusively and
always find
it satisfactory



Pays Grocers

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

Made in Canada

Contains No Alum

RICE—our specialty

We always try to give

GOOD VALUE

QUICK SHIPMENT

FAIR TREATMENT

Mount Royal Milling & Manufacturing Co.
D. W. Ross Co'y., Agents, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Line Up!

Get in line with the other quality grocers who are selling Barnes Pure Concord Grape Juice and ringing up big profits. It's easy.

The
Ontario Grape Growing
and Wine Mfg. Company
ST. CATHARINES, ONTARIO



Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
**NEW ALL-CANADIAN, ALL-WOODEN
WASHBOARD**

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO



Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Spaghetti with Tomato and Cheese, 1/2s, \$1.30; 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre
cs. 8 00
Neptune 9 00
San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE
AND SODA

Ginger Ale, Trayders, cs., 6
doz. pts., doz. 1 35
Ginger Ale, Trayders, cs., 6
doz., splits, doz. 1 25
Club Soda, Trayders, cs., 6
doz., pts., doz. 1 30
Club Soda, Trayders, cs., 6
doz. splits, doz. 1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb.
tins, lb. 0 48
Princess Blend, 50 and 30-lb.
tins, lb. 0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 25

COFFEES

Victoria, Java and Mocha
Blend, 1 lb. tin, lb. 0 34 1/2
Victoria, 5, 10, 25, 50-lb. tins
lb. 0 32
Princess, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 85
D. S. F., 1/2-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., 1/4-lb. 1 15
Per jar
Durham, 4-lb. jar, each. 1 30
Durham, 1-lb. jar, each. 0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz.
case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen. 2 50
Weight 11 lbs. to case. Freight
rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND
CEREALS, LTD.

White Swan, 15 flavors, 1 doz.
in handsome counter carton,
per doz. \$ 1 05
List Price

SPICES

WHITE SWAN SPICES AND
CEREALS, TORONTO

	5c	10c
	Round	Oval
	litho.	litho.
	dredge	dredge
	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c.		
pkgs., window		
front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c.		
pkgs., window		
front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, win-		
dow front, 95c		0 95
Shipping weight per		
case	10 lbs.	15 lbs.
Dozens to case	4	5

CANADIAN

Tomatoes

Cucumbers

and Peppers

Huckleberries

Thimbleberries

Early Peaches, Pears,

Plums and Apples

Also all kinds of

**California and Southern
Fruits**

HUGH WALKER & SON

GUELPH, ONT.

Established 1861

Wholesale Fish

We can supply all kinds of
Fresh, Frozen, Smoked or
Salted

FISH

Meatless days mean more fish
to be consumed.

We have now

Haddies, Fillets, Kippers,
Fresh Trout, Cod, Haddock,
Halibut, Flounders,
Frozen Halibut, White Fish,
etc., etc.

WHITE & CO., LIMITED

Wholesale Fish and Oysters

TORONTO

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe

Agent

TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-
top in every way, and our
service entirely satisfactory.

The fruits we sell are the
kind you need to satisfy your
customers and to build up a
thriving fruit business.

We can ship you on short
notice best quality foreign
fruits — Bananas, Lemons,
Oranges, etc.

Why be content with slow,
profitless fruit sales? Con-
nect with us and sell the
fruits that sell quickly and
always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.

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Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy
for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and
Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

TWO GROCERY SALESMEN COVERING ALBERTA with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

FOR SALE

FOR SALE—MEAT BUSINESS IN OKANAGAN VALLEY, B.C., doing good business; reason for selling, other business; a snap to the right party. For particulars, apply Box 238, c/o Canadian Grocer.

FOR SALE—LIVELY GROCERY IN MANUFACTURING TOWN; rent or sell; residence attached. Owner unable to handle business now. Alex. Mowbray, Box 65, Wingham, Ont.

AGENTS WANTED

MANUFACTURERS' AGENTS AND TRAVELERS can make good money as side-line, soliciting accounts in their vicinity from Grocers and General Stores, and send to us for collection. Reliable services. Write for proposition. Nagle Mercantile Agency, Westmount, Que.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION WANTED

OLD COUNTRYMAN—PRACTICAL GROCER. stockwrapper, ticket writer, window trimmer, buyer, solicitor, good worker, wishes position, town or country, at once. Box 241, Canadian Grocer.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

SALESMEN WANTED

WANTED—TWO TRAVELERS FOR TORONTO wholesale grocery house. One each for city and country, with connections preferred. Box 240, Canadian Grocer.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

FIXTURES FOR SALE

FOR SALE—ONE 1 HUNDRED ACCOUNT McCaskey; used one year; \$65.00. One 30-lb. Brantford computing scale; used one year; \$85.00. These scales are as good as new. Apply R. Turner, 505 N. Christina St., Sarnia, Ont.

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Try MANN & CO. for

FANCY POULTRY

Roasting Chickens, Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO


We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

WASTE PAPER
ADEL. 760
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

KLIM
SPELL IT BACKWARD
PURE SEPARATED MILK IN
POWDER FORM
FOR ALL COOKING WHERE MILK IS NEEDED
CANADIAN MILK PRODUCTS, LIMITED
TORONTO



Have you got
your hand

tight on all your money? If you are owed here and there, well, you are simply losing some of your profit.

LET US COLLECT YOUR BILLS

We have the organization. We can reduce your "Bad Business" account to an insignificant figure. Just send us particulars, we'll soon send you the money.

No Collection.

No Charge.

The NAGLE MERCANTILE AGENCY,
Westmount (Montreal), Q.

WANT ADS.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

From "The Grocer's Encyclopedia"



(1) Camembert
(3) Edam

CHEESES

(2) Cream
(4) Cheddar

There is a wealth of information in The Grocer's Encyclopedia for every merchant. Above is one of the many colored illustrations of foodstuffs it shows. Every grocery article described; contains 748 pages; well bound; scores of illustrations—just what you need to become more familiar with the goods you buy and sell. Your equipment is not complete without a copy.

Price, \$10.50 prepaid. Send for copy.

THE CANADIAN GROCER

143-153 University Avenue

(Book Dept.)

Toronto

The Machine Gun of the Kitchen

Cleans, Scours and
Polishes Pots, Pans
and All
Enamelware.



THE Manufacturers of
Maple Leaf Dirt Chaser
are donating all the
profits on their first year's
business to the Red Cross
and Patriotic Societies.

If you are a Canadian it's up
to you to push the sale of
these goods.

H. P. PENNOCK & CO., WINNIPEG
Sole Agents for Western Canada

MESSIER & CHARRON
Sole Agents for the Province of Quebec

MANUFACTURED BY
THE B. & L. MFG. CO.
LIMITED
SHERBROOKE, QUEBEC

CANADIAN GROCER

Member of the Associated Business Papers Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST 24th, 1917

No. 34



The package may be imitated
but the contents cannot

KING GEORGE'S NAVY

CHEWING
TOBACCO

—the best liked “chew” in Canada

When you find veteran tobacco chewers asking for “KING GEORGE'S NAVY,” it is sure evidence of its customer-pleasing quality.

There are many chewers in your community who would appreciate KING GEORGE'S NAVY.

*And the profits
are real good.*



Rock City Tobacco Co., Ltd.

PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

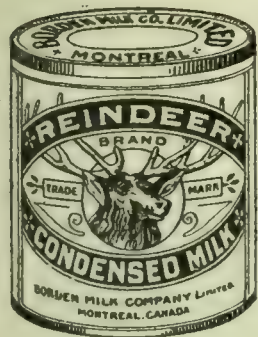
in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word “GREETING” over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

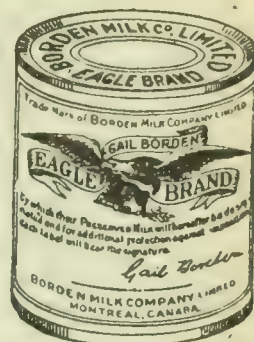
1 Wharf Road - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Just Give Borden's A Chance It Means Money For You



THE persistent advertising of the Borden Eagle Brand has made the Trade Mark a symbol of all that is good in high-grade Milk Products. It is so favorably known in every community in Canada that it sells without urging.



THE demand is created. All the dealer needs to do is to direct a little attention to these "Leaders of Quality" and he will quickly realize the big advantages of regularly featuring lines whose merits have gained nation-wide popularity.



IF you have still to learn the selling value of the Borden Milk Products, get a supply now and begin cashing in on these dependable money-makers.



Ask your wholesaler

Borden Milk Company, Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.

Don't Compete With Yourself

There is only one well-known toilet bowl cleanser on the market,

Sani-Flush



When you get behind *Sani-Flush*, you are pushing the one and only article for the purpose it fills so effectively. No scattering of sales among ten or a hundred rival brands. You know where you stand with *Sani-Flush*--repeat sales are assured.

Sani-Flush is a sanitary necessity. We are hammering home this fact to housewives. Turn the demand into sales by letting your customers know that you can supply *Sani-Flush*.

HAROLD F. RITCHIE & CO., LTD.

10-12-14 McCaul Street, Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

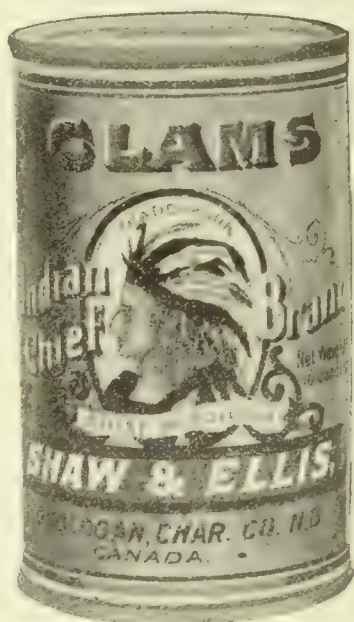
F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Just the thing for the hot weather INDIAN CHIEF BRAND CLAMS

Tell the housewife about the hot weather advantages of these delicious and wholesome sea foods.

The fact that they are already cooked and require no boiling, will immediately appeal to her. And you can positively guarantee every can of Indian Chief Brand to be perfect, fresh and of highest quality.

Ask your jobber for a trial supply.



Packed by

SHAW & ELLIS

Pocologan, N.B.

Use the JB. Combination Slicing Machine



Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers

73 Warren Street
NEW YORK

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S PREPARED FOODS



Assure
you
PRIME
QUALITY



CLARK'S PORK AND BEANS

Beefsteak and Onions
Cambridge Sausage
Corned Beef
Roast Beef
English Brawn
Loaf Meats
Corned Beef Hash
Minced Collops

Etc., Etc., Etc.

Soups (Full Assortment)
Potted Meats
Sliced Smoked Beef
Spaghetti with Tomato
Sauce and Cheese
Tongue, Ham and Veal
Fluid Beef Cordial
Peanut Butter

Good Business is always the result of Quality.

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFE'S

New Season 1917

Raspberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

These Premiums are for you!

*Learn how you can secure
these good looking and
useful articles*

Every grocer should take advantage of this splendid opportunity to boost his sales and his profits, and secure these beautiful premiums at the same time, by stocking the two big selling confections—

O-PEE-CHEE CHEWING GUM AND MINTEES

Space will not permit us to show you our complete premium line, but we will gladly send you our illustrated catalog which describes each one in detail.

And O-Pee-Chee Gum and Mintees are good, quick sellers—lines that keep the customers coming to your store right along. You make a big margin of profit on every order—and you secure the premium into the bargain!

Write that card now and let us give you all particulars.

O-PEE-CHEE GUM

A delicious, quick seller. Three attractive flavors: Spearmint, Peppermint, and Licorice.

Sell these lines once and you'll sell them constantly; your customers will ask you for them.

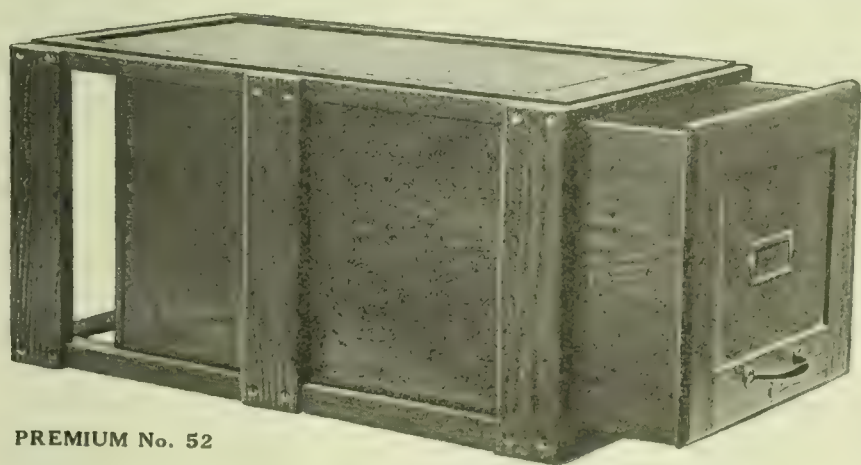
PREMIUM No. 59

MINTEES

A grand peppermint confection liked by everybody young and old. Wrapped in tin foil, 20 5c rolls in display box.

ELECTRIC READING LAMP

*Given with 18 Boxes Assorted
O-Pee-Chee Gum and Mintees*

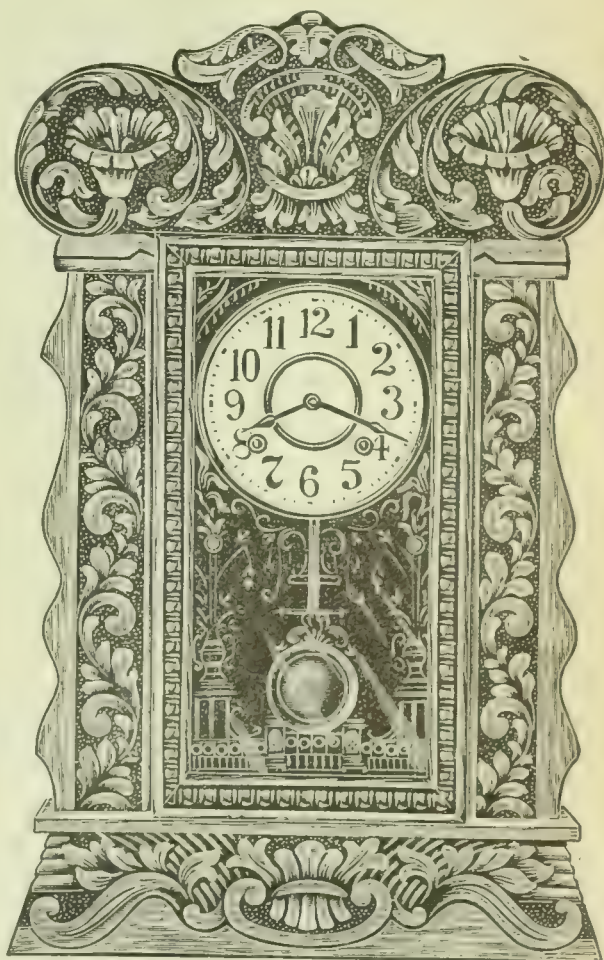


PREMIUM No. 52

MERCHANT'S FILING CABINET

Given with 14 Boxes Assorted O-Pee-Chee Gum and Mintees

O-Pee-Chee Gum Co.
Limited
LONDON CANADA



PREMIUM No. 49

MERCHANT'S EIGHT-DAY CLOCK

*Given with 12 boxes Assorted O-PEE-CHEE
CHEWING GUM AND MINTEES.*

If any advertisement interests you, tear it out now and place with letters to be answered.

Get your order in now for

E. D. SMITH'S

BLACK CURRANT JAM

100% PURE

This year's crop! Sweet!
Delicious! Customer-
Satisfying! A true "E.D.S."
Product!

Put up in attractively labelled containers, which, in conjunction with the rich appearance of the jam itself, makes selling easy and good profits assured.

STOCK NOW.

E. D. Smith and Son, Limited
WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon and Vancouver. We are open to represent lines that do not compete with the following:

Arbuckle Bros., New York. Green Coffees.	W. K. Kellogg Cereal Co., Toronto and Battle Creek. Dominion Corn Flakes, Krumbles, Rice Flakes, etc.
Bailey Broom Co., Kingston. Brooms.	Kelly Confection Co., Vancouver. Molasses.
The Borden Milk Co., Montreal. Evaporated and Condensed Milk.	King Beach Mfg. Co., Mission City, B.C. Jams and Jellies.
Canada Nut Co., Vancouver. Peanut Butter.	W. S. Loggie & Co., Ltd., Chatham, N.B. Lobsters and Blueberries.
Canada Starch Co., Montreal and Brant- ford. Starch, Syrup and Glucose.	Manford Schier, Dunnville. Evaporated Apples.
Creamette Co., Minneapolis. Macaroni, Vermicelli, Spaghetti, Creamettes, etc.	National Licorice Co., Montreal. Licorice.
Crescent Mfg. Co., Seattle. Mapleine.	Nicholson & Brock, Toronto. Bird Seed and Bird Gravel.
The Dominion Sugar Co., Wallaceburg, Chatham, Kitchener. Sugar.	Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont. Crisco, Soaps, Soap Powders, Oils and Flakewhite.
Essex Canning & Preserving Company, Essex, Ont. Canned Goods.	William Rogers & Co., Denia, Spain, Valencia Raisins.
Foster & Holtermann, Brantford. Honey.	W. A. Taylor & Co., Winnipeg. Horse Radish and Relishes.
Gorman, Eckert & Co., London. Olives, Spices and Extracts.	Thornton & Co., Malaga. Blue Fruits and Almonds.
Griffin & Skelley, San Francisco. Dried Fruits and Canned Goods.	Urquhart, Hensall, Ont. White Beans.
Harper-Presnail Cigar Co., Hamilton. Cigars.	J. H. Wethey, Ltd., St. Catharines. Mince Meat, Jams and Jellies.
Ingersoll Packing Co., Ingersoll. Cheese and Smoked Meats.	

Mason & Hickey

287 STANLEY STREET

WINNIPEG, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

WESTERN CANADA

ESTABLISHED 1907

Service:

The Service that will give you big results in the Western Field

That is what we offer you, Mr. Manufacturer. With Five Offices located in the principal wholesale centres of the West we are strategically located to handle your proposition successfully.

Our salesmen are hustlers. They are always "on the job," winning new territory and consolidating old. They've got the CONNECTION that SPELLS SUCCESS for the lines we represent.

Let us hear from you now. Give us particulars of your line and let us show you how to introduce it properly to the Western Market.

A post card will do.

W. H. Escott Co., Limited

Western Canada Manufacturers' Agents
and Grocery Brokers

Head Office: 181-183 Bannatyne Ave. E., Winnipeg

BRANCHES:

W. H. ESCOTT CO. LIMITED - REGINA, Sask.

W. H. ESCOTT CO. LIMITED - SASKATOON, Sask.

W. H. ESCOTT CO. LIMITED - CALGARY, Alberta

W. H. ESCOTT CO. LIMITED - EDMONTON, Alberta

Our branches are real live wires.

To Manufacturers and Shippers
Foreign and Domestic

DONALD H. BAIN CO.

**Wholesale
Grocery Commission
Merchants, Manufacturers'
Agents and Importers**

WINNIPEG

MANITOBA

REGINA

SASKATCHEWAN

SASKATOON

SASKATCHEWAN

CALGARY

ALBERTA

EDMONTON

ALBERTA

LETHBRIDGE

ALBERTA

VANCOUVER

BRITISH COLUMBIA

We maintain large Warehouses, Offices and Efficient Selling
Staffs at all the above-mentioned Jobbing Centres and are in
daily touch with all the Wholesale Grocery Jobbing Trade in
the Provinces of

**Manitoba, Saskatchewan, Alberta
and British Columbia**

If you wish to secure

Live, Reliable Representation and Results

Communicate with us.

If any advertisement interests you, tear it out now and place with letters to be answered.

THE ROBERT GILLESPIE CO.

Maltese Cross Building

WINNIPEG

A reliable firm of
**Importers, Brokers, Manu-
facturers' Agents, Grocery,
Drug and Confectionery
Specialists**

fully competent to handle your product and to handle it under the proper auspices that guarantee good results.

We respectfully solicit your business and are confident that you will find our service entirely satisfactory. The principals of the firm call on the trade regularly, thus ensuring manufacturers the best possible service.

**GET PARTICULARS OF
OUR DISTRIBUTION.**

If any advertisement interests you, tear it out now and place with letters to be answered.

*Cable Address: "MACK"**Codes Used: A.B.C. 4th & 5th, Armsby—Private*

W. L. Mackenzie & Co.

Limited

Manufacturers' Agents and Commission Merchants

*Head Office:**141 Bannatyne Avenue East**Winnipeg*

Branch Offices at Regina, Calgary, Edmonton and Saskatoon



ESTABLISHED 1880



Western Canada's Oldest Firm of Grocery Brokers

The Leaders in 1880—The Leaders To-day

Looking for good Western representation?

If you wish to connect permanently with the markets of Western Canada, then communicate with us.

We have a record of success in the Western field, and have built up a big business for European manufacturers.

We devote every energy to the successful marketing of our clients' products and we get results.

Send us your address and we will give you particulars of our service.

C. and J. JONES*Wholesale Commission Brokers and Importers*

WINNIPEG

VANCOUVER

Put Your Product Before the Western Consumer

The Western market is a rich field of selling certainties worthy of your most careful consideration.

You'll get the best possible results when you introduce your line under the auspices of the C. S. Turner Co.—an organization fully equipped in every detail for STORING, FORWARDING and DISTRIBUTING.

We'll be glad to send you all particulars of our service, our financial stability, etc.

Send us a card.

C. S. TURNER COMPANY, 147 BANNATYNE AVE. E., WINNIPEG

Distribution in Western Canada

A message to manufacturers

If you are interested in getting service and results in the Western Canadian territory, let us show you how we can give your line the proper representation.

We represent Pugsley, Dingman & Co., Ltd., Toronto; John Taylor & Co., Ltd., Toronto; Shurly & Derrett, Ltd., Toronto, and several other prominent British, American and Canadian firms.

Our salesmen are constantly in touch with the trade throughout the Western Provinces.

The service we give extends beyond the usual prescribed limits. Our record of success in handling our present lines is our best guarantee that we are capable of giving you the real, live selling service that a progressive manufacturer requires.

Drop us a line and let us go into the proposition carefully with you.

F. D. Cockburn Co.

GROCERY BROKERS AND MANUFACTURERS' AGENTS

149 Notre Dame Ave. E.

Winnipeg, Canada

Manufacturers!

Are You Getting Your Share of Western Business ?

THE rapid growth and development of Western Canada mean that there is good business in this territory for the Manufacturer who has a meritorious product and who presents it to the trade through the medium of an efficient sales organization.

WE have capable, responsible men doing detail work throughout Manitoba, Saskatchewan and Alberta, who cover this territory thoroughly. We are getting good business for firms we represent, and can get it for you.

Write us and let us explain our system in detail.

We have Good Trackage, Storage and
Distribution Facilities.

WATSON & TRUESDALE

Wholesale Grocery Brokers
and Manufacturers' Agents

120 LOMBARD STREET
WINNIPEG, MANITOBA

References: Bank of Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

A message to manufacturers:

Don't overlook the great importance of proper Western representation when planning your selling campaigns.

Put your products in the care of a reliable institution equipped with every facility for successfully pushing your line and showing you the results you look for.

We are now representing some of the most progressive manufacturers in Canada and the United States, and can give you the very same service, provided your product doesn't clash with what we now handle.

Write us for full particulars.

C. H. Grant Co.

*Wholesale Commission Brokers and
Manufacturers' Agents*

1206 McArthur Building Winnipeg

We would like to be your Western Sales Agents

Q And we solicit your ACCOUNT because we are confident that we can make a big success of it.

Q We have also the largest STORAGE, DISTRIBUTING and FORWARDING business in Western Canada.

Q Give us particulars of your product, and learn all about our facilities.

*“Always on
the job”*

The H. L. Perry Co.
214-216 Princess Street Winnipeg



Have your line properly represented in the West

WE have every facility for successfully handling your products.

Fifteen Years' Experience. Long Established Prestige. Strong Representation. Best Warehouse Accommodation.

If you wish to reach the big Western Market you should get in touch with us now. We handle some of the best known products—products with a national reputation—so that yours will be in good company from the very first.

We sell

**Christie's Biscuits and
Robertson's Confectionery**

direct to the Retailer.

Ask for full particulars of our selling organization.



Scott-Bathgate Co., Limited

GROCERY BROKERS AND COMMISSION MERCHANTS

149 Notre Dame Avenue E., Winnipeg

EL ROI-TAN PERFECT CIGAR

TO THE MANUFACTURER

We offer the best medium for

placing your goods with the retail trade in Hamilton and Western Ontario. No competitive lines carried. Special salesman for introductory work.

FEARMAN BROS., LIMITED

Manufacturers' Agents

93 McNab Street North

Hamilton, Ontario

There's the Farmer

PROSPEROUS and thrifty, yet withal a spender. A motor car, if he feels like it. A good barn, a disposition towards pedigreed stock, good implements, and a buyer of man-saving machines.

Then there's his family—all with ready money all the year round, thanks to better marketing methods and facilities.

This farmer and his family read farm papers—pay good money for such a paper—because they want its help, direction and information.

And they most certainly read the advertisements with deep attention in

The FARMER'S MAGAZINE

Half of Canada's population is rural, and farmers have a greater purchasing capacity than the average town or city family.

Go after the farmer's trade through his own medium.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

The MacLean Publishing Co., Ltd., 143-153 University Ave., Toronto

MANUFACTURERS :

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Track.
137 Bannatyne Ave. East, WINNIPEG
Established 1898

Stewart Menzies & Company

Lombard Building, 70 Lombard St.
TORONTO, ONT.

*Manufacturers' Agents,
Import and Export Merchants.*

REPRESENTING :

James Keiller & Son, Ltd., Dundee
and London (Eng.)

Marmalade, Preserves and Confectionery.

E. Lazenby & Son, Ltd., London, Eng.

Pickles, Sauces, Vinegar, etc.

John Knight, Ltd., London, Eng.

Toilet and Laundry Soaps.

Becker, Shillan & Co., London, Eng.

Produce, Nuts, Oils, etc.

Foster Clark, Ltd., Maidstone, Eng.

Custard Powder, Health Salts,
Eiffel Tower Lemonade, etc.

Creswell Bros., London, Eng.

Sponges and Chamois Leathers,
etc.

The Oversea Export Co., Ltd.,
Christiania, Norway.

Norwegian Sardines and Canned Fish.

Thoresen & Co., China.

Chinese Produce.

Special attention to British and Foreign Agencies.

Cable Address "Stumen," Toronto

GEO. MUSSON & CO.

*Grocery Brokers and
Manufacturers' Agents*

TORONTO, CANADA

Established 1876.

Correspondence Solicited.

More Dollars

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited
Dept. M, 143-153 University Avenue, Toronto, Can.

Our service covers Canada— Our experience makes for success

Putting your product in charge of such a reliable organization as that of Maclure and Langley, Limited, is a step towards real selling and a firmer hold on the country's markets.

Our sales-creating service is an asset worth connecting with. Our warehouses are located at Montreal, Toronto and Winnipeg—where we can fill orders promptly and satisfactorily.

We represent some of the best known British and Foreign, as well as Canadian manufacturers, to whom we can refer you, and have exceptional facilities for introducing import lines on the Canadian market.

Why not put yours among them? It will thus be in good company and will be introduced under the proper success-making auspices.

Write us now describing your line. Provided it doesn't conflict, we'll be happy to push it for you, giving you the results you look for.

Just a line to

Maclure & Langley, Limited

12 Front Street East, TORONTO, CANADA

ANSWERING THE COUNTRY'S CALL

THE CANNERS AND PACKERS of food products, by putting up this season's pack in glass with a vacuum under **ANCHOR CAPS**, are lessening the danger arising from short crops.

ANCHOR CAPS are air and liquid-tight, thereby preserving the wholesome quality of the goods.

ANCHOR CAPS, WHEN SEALED properly, never come off during shipment, which means there can be no leakers or soiled packages to contend with.

ANCHOR CAPS are applied so quickly, so easily and so securely that the packer is increasing production, lessening labor and saving time, as well as putting on the market the most attractive package that has ever been presented to the public.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

A delicious, easily prepared summer dessert for every customer

There's a purity and a delicate flavor about "*Cox's*" Instant Powdered Gelatine that makes it the favorite summer dessert in thousands of Canadian homes.

Make this summer an unusually profitable season by stocking Cox's Instant Gelatine. Every sale will leave you a neat profit and win you still more customer-confidence and appreciation. Order your supply now.



COX'S

British Made

ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
 TORONTO

**Loggie, Parsons
& Co.**

Merchandise Brokers and
 Manufacturers' Agents

Grocery, Drug and Confectionery Specialties.

"We cover Canada 3 times a year."

**Foy Bldg., 32 Front Street W.
 TORONTO - - ONTARIO**

W. G. PATRICK & CO.
 Limited

Manufacturers' Agents
 and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
 TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
 Brokers

KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
 860 Bathurst St. Registered
 Toronto, Ont.

Maclure & Langley, Limited
 Manufacturers' Agents

Grocers, Confectioners
 and Drug Specialists

12 FRONT STREET EAST TORONTO

Washington's
COFFEE

W. GEO. VARTY, Agent
 29 Melinda St., Toronto. Phone M. 7098

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA

*Satisfaction Guaranteed.
 Best of Reference.*

M. M. WALSH

310 BAY ST. OTTAWA

W. F. ELLIOT

Importer & Manufacturers' Agent
 (Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

MARITIME PROVINCES.

BROOMS WANTED.

Line of reliable brooms on commission for Nova Scotia, New Brunswick and Prince Edward Island. We guarantee results. Reference: Bank of Nova Scotia.

SUPPLIES, LIMITED,

Manufacturers' Agents and Brokers,
 Kentville - - - Nova Scotia.
 Open for other lines not conflicting with present agencies.

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
 The Maple Leaf Milling Co., Ltd., Toronto

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

QUEBEC

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
 Grocers' Specialties,

MONTREAL TORONTO

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

BEANS AND PEAS

We buy and sell. References Bank of Montreal.

Universal Importing Co.
 BROKERS

St. Nicholas Bld. Montreal

There are 2 kinds of Aggressiveness

**1st. is Objectionable
 2nd. is Desirable**

We furnish the latter kind only

C. B. HART, Reg.

Wholesale Grocery & Merchandise
 Brokers

489 St. Paul Street W., Montreal

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL

Complete Trade Connection.
 Reference—Home Bank of Canada.

JOHN E. TURTON

55 St. Frs. Xavier St. Montreal
 Phone Main 2628

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY

ALFRED T. TANGUAY & COMPANY

Commission Merchants and Brokers,
 91 DALHOUSIE ST. QUEBEC CITY

Buyers and Sellers of

**All Kinds of Grains and
 Seeds**

Denault Grain and Provision Co.
 LIMITED

SHERBROOKE, P.Q.

THISTLE FISH

THE THISTLE
CANNING CO.



FINNAN HADDIE KIPPERED HERRINGS, ETC.

THE THISTLE
CANNING CO.



*Canned on the sea-shore, right where the fish are caught.
Scrupulously clean—full weight—every particle eatable.*

PARTICULARLY TASTY

Only the choicest portions of the fish are used. Even the fish themselves are selected. When you buy "THISTLE" Brand you get the best parts of the finest fish caught in St. Mary's Bay.

This is the most economical form of fish food—

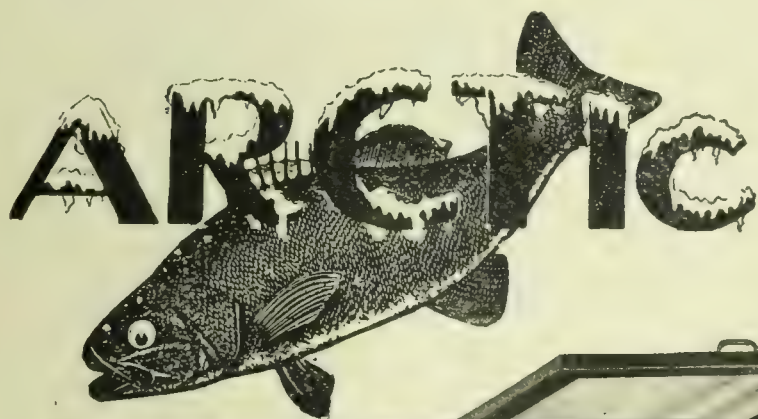
Absolutely no waste.

Every tin guaranteed.

For Sale By All Wholesale Grocers.

Be Sure To Ask For "Thistle" Brand

Sole Agents: ARTHUR P. TIPPETT & Co., Montreal, Toronto



Fish Cases

Be prepared for big demand for fish from your customers.

The consumption of fish is increasing daily, and you want your share of this business.

Get one of our Fish Cases and display the fish to advantage, which means increased sales.

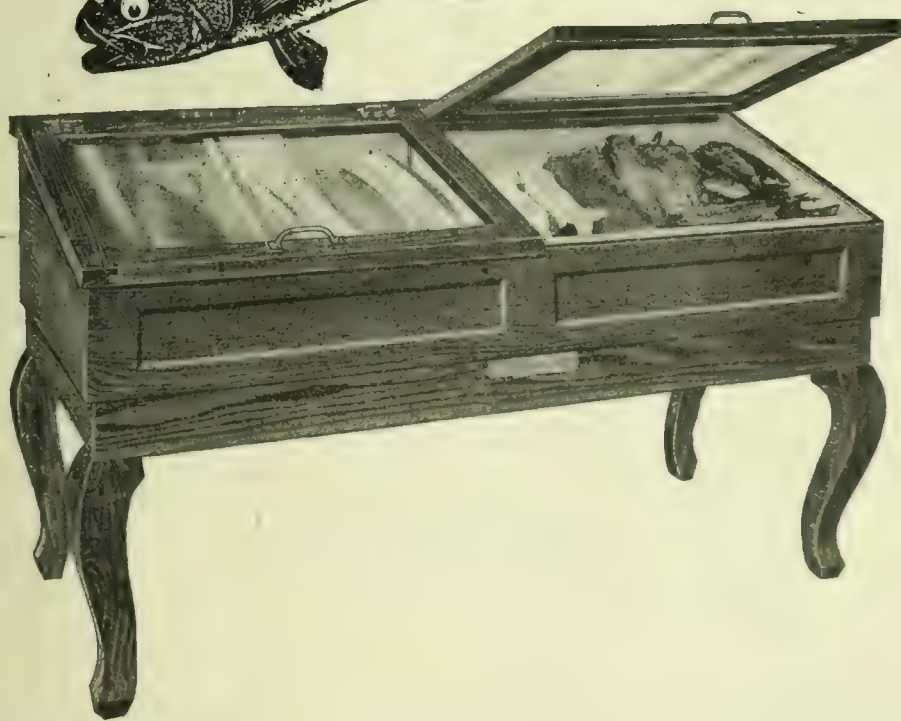
Dimensions of this display case 54 x 24—15" high—legs 18" high.

Also furnish storage fish box, made plain oak, plate glass top. Write for fish folder.

See our exhibit at Fair, Industrial Building, West end.

John Hillock & Co.

154 George Street
TORONTO



If any advertisement interests you, tear it out now and place with letters to be answered.

We have the organization to market any first class Grocery or Confectionery line at the lowest possible expense, having our own representative in every Province in the Dominion.

Here are a few of our foreign agencies:

CLARKE, NICKOLLS & COOMBS, LTD.	- - -	Confectionery
London, Eng.		Bakers' Supplies
J. H. VAVASSEUR & CO., LTD.	- - -	Cocoanut
London and Colombo, Ceylon		
JOHN BROMLEY & SONS	- - -	Coffee Extract
Leeds, England		
CEREBOS, LIMITED	- - -	Health Salt,
London, Eng.		Table Salt and Bisto
MIDLAND VINEGAR CO., LTD.	- - -	H.P. Sauce and Pickle
Birmingham, Eng.		
PLAISTOWE & CO.	- - -	Peels
London, Eng.		
CAREY & CO.	- - -	Shelled Almonds
Alicante, Spain		
FINSLER & HEARNE, LTD.	- - -	Fruits, Nuts, etc.
London, Eng.		

Correspondence re agencies invited.

W. G. PATRICK & CO., Limited

NEW YORK

HALIFAX

MONTREAL

TORONTO

WINNIPEG

CALGARY

100 Cars Red and Yellow Onions in Car lots or less.

From the largest Onion
growing section in Canada.

Correspondence invited.

Leamington Onion Association

Leamington, Ontario

E. E. ADAMS, SALESMAN

Your Customers Will Appreciate The Big Value of Babbitt's



WHEN you offer your customers Babbitt's Cleanser at 5 cents a tin when both its size and its quality proclaim it as a 10-cent article, your customers give you credit for wanting to give them the very best value that the market affords. Their sense of appreciation gives them a feeling of confidence in you and your store.

SO we say that besides giving you a worth-while profit on its own sales, Babbitt's Cleanser is a real business builder.

IF you are not selling Babbitt's, get a trial supply now and begin at once.

Premiums Given for the
Trade Marks.

Wm. H. Dunn Limited, Montreal

General Representatives for Canada

**DUNN-HORTOP, LIMITED. TORONTO,
SPECIAL AGENTS**



Cow Brand Baking Soda *A High Quality Favorite*

It pays to sell Cow Brand. Back of every sale is a record of over seventy years' satisfaction.

**Church and Dwight
LIMITED
Manufacturers
MONTREAL**



The Reliable Salt

The Salt that your customers know is always just right.

Fine, even grain—full of savour—and pure as purity itself.

This is why practically every home in Canada uses Windsor Table Salt. Of course, you sell

**Windsor
Table
Salt**
*Made in
Canada*
THE CANADIAN SALT CO. LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.



"Every Grain Pure Cane"

The best liked sweetener on the market

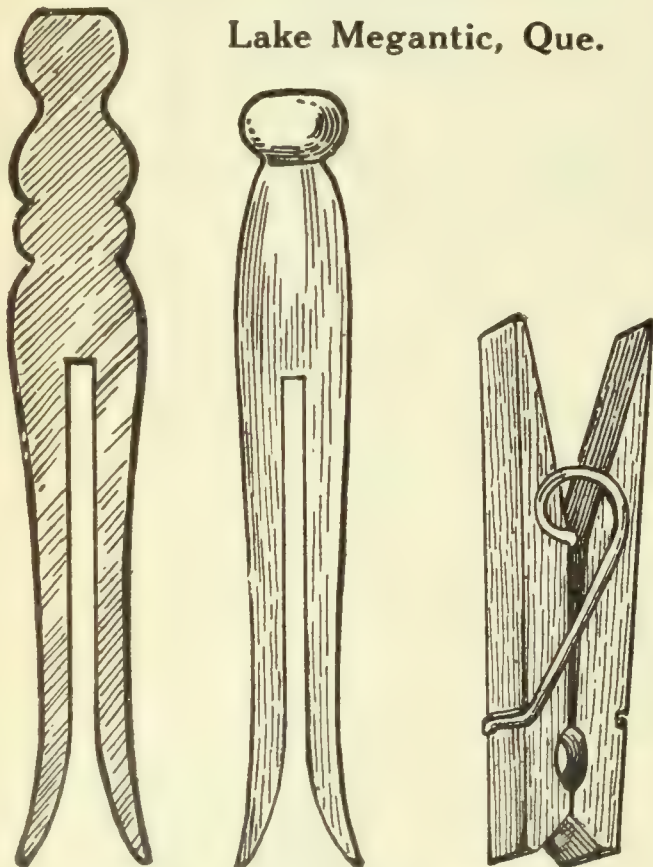
Prove that Royal Acadia Sugar is a highly profitable line to carry by suggesting it in your daily displays.

There is no higher grade of refined sugar made. Sold in 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

The Acadia Sugar Refining Co.,
LIMITED
HALIFAX, CANADA

The Megantic Broom Mfg., Co., Ltd.
Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.

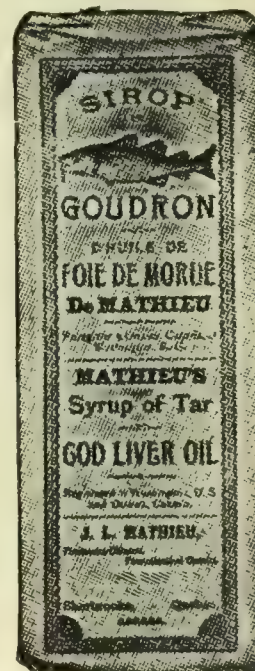
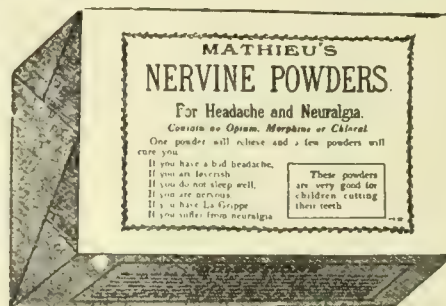


Write to us when in need of
Clothes Pins.

You will find these two well worth featuring

A little display of *MATHIEU'S NERVINE POWDERS* and *MATHIEU'S SYRUP OF TAR AND COD LIVER OIL* in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC



If any advertisement interests you, tear it out now and place with letters to be answered.

ARE YOU

coming to the Toronto Exhibition this year?

Why not do so, as a trip through the different buildings of Toronto's Big Fair is a real education and a very pleasant holiday.

We know that hundreds, probably thousands of our customers will visit it, and we do hope that one and all will find time to call on us, either at our Front Street offices or at our booth in the Manufacturers' Building. We would like very much to meet you personally—perhaps you would like to meet us—so we are greatly in hope that you will call and see us at our office as well as at the booth.

T. H. Estabrooks Co., Limited

7 Front Street East, Toronto

P.S.—We would urge visiting merchants and clerks to make themselves known at our booth, as a table will be specially set apart for the entertainment of themselves and friends accompanying them.

T. H. E. Co., Limited.

Push Ocean Blue with confidence,
and you will secure the confidence
of your customers.

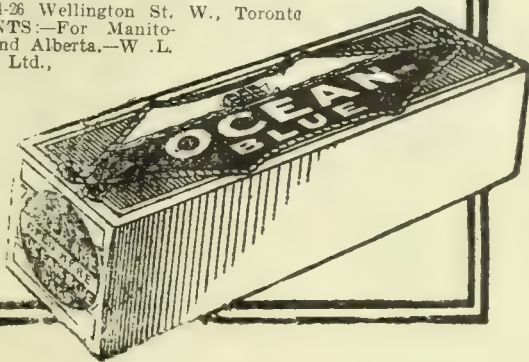
OCEAN BLUE

sells on *merit, quality, value.*

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED

The Gray Bldg., 24-26 Wellington St. W., Toronto
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd.,
Winnipeg. Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, — Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



**This
Pottery—
is needed
in every
home**



Show every housewife coming into your store how easily she can overcome high winter prices on butter, eggs, fruits, vegetables, etc., by stowing them away in this high-grade, sanitary pottery.

She will appreciate the suggestion and you'll make lots of profit on every sale.

Look at these prices:

$\frac{1}{2}$ gallon to 6 gallons inclusive, 12c. per gallon.

8 gallon.....	} at 15c per gal.
10 gallon.....	
12 gallon.....	
15 gallon.....	} at 18c per gal.
20 gallon.....	
25 gallon.....	
30 gallon.....	} at 20c per gal.
36 gallon.....	
40 gallon.....	
50 gallon.....	} at 24c per gal.
75 to 500 gallon sizes made to order only.	

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

*A Satisfied Customer is
Your Best Advertisement*

Robinson's "Patent" Groats and Robinson's "Patent" Barley

Satisfy every customer and bring them in again for a further supply. For quality and value, these two world-famous cereals are absolutely unbeatable.

It pays to feature Robinson's. The satisfaction they give will extend the housewife's confidence to other lines you sell. So keep your stock up.

MAGOR, SON and COMPANY, LIMITED

191 St. Paul Street West, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada.

NIAGARA

RED and WHITE

GRAPE JUICE

Trade Prices

50c. Size Per Case (1 Doz. Qts.)	\$4.00
25c. " " (2 Doz. Pts.)	4.50
10c. " " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, AUGUST 24, 1917

No. 34

A Grocery Store on the Road

Being on the Spot With the Goods in the Farming Sections Proves Effective—Bringing the Store to the Farmer an Effective Way of Meeting the Dangerous Competition of the Mail Order House—Holding Trade by Going After It.

IT is pretty well admitted that the rural parcel post was instituted with half an eye to the convenience of the farmers, and the balance concerned with the convenience of the Mail Order House. Be that as it may it is unquestionably true that the Mail Order House has found the parcel post one of the most successful agencies for furthering their business.

Neither the townsman nor the farmer are always far sighted enough to see where this leads them, nor how destructive an influence it may be toward their home town. It is probably the easiest way of buying. It is certainly easier to drop a letter into a box at the end of the driveway and walk down a day or so later to take a parcel out of this same box than to take a long, dusty drive to town, when there are a thousand and one other things crying to be done.

The farmer not unnaturally follows the line of least resistance, and in many cases

the town merchant follows the same line and lets him do it without any argument. And there you have started a habit that grows.

There are, however, merchants who are adopting measures to get after this trade. To see that it is not diverted from the community.

Meeting Mail Order Service.

F. H. Ferriss, of Harrow, Ont., is one of those merchants who is aggressively campaigning against the Mail Order competition, not by attacking them in words, but by the simple and effective expedient of providing the same service that the mail order house has been giving. Mr. Ferriss realizes that it is not always possible to induce the farmer to come to the store. There are seasons when he is actually too busy. There are times when, like other individuals, he lacks the energy. Perhaps he may save up his order for his

periodic trip. There is more than a chance, however, that at least part of this business will find its way through the parcel post from the large city store.

Mr. Ferriss thought the matter out this way. The mail order house get that business because they go after it. That's a pretty good idea, and its an idea that can be worked without great difficulty.

Putting Stores on the Road.

With this idea in mind Mr. Ferriss put two waggons on the road, each taking a separate route through the adjoining country section, and each serving a large and prosperous farming community. In appearance these waggons are not unlike the familiar bread waggon. But instead of the piled-up loaves of bread these waggons are arranged inside to carry a complete grocery stock. In that way Mr. Ferriss has the drop on the mail order store. He has the goods right there to



The store of F. H. Ferriss at Harrow, Ontario. Mr. Ferriss, his family and the staff of the store are shown in the photo.

show. Which is a more effective argument that the most glowing descriptions of the mail order catalogue. Of course, the field of operation of such a scheme is of comparative limited extent. These waggons cover a radius of 24 miles But that is about all the territory out of which a store could naturally expect to draw trade. This method cannot be expected to solve the whole problem, but it will fairly satisfactorily solve it for the individual store. That has been proved.

In how far is an activity such as this a

money producer? Well, there is the business to be done, and a very good business. It costs some money to do it undoubtedly, but it is retaining a trade, that without this activity would in all likelihood drift away, and is showing a comfortable margin of profit.

Moreover, it is an advertising medium not to be despised. The store is in constant touch with many people through the instrumentality of these waggons, who are thus made firm friends of the store instead of casual acquaintances. That is

an asset worth having. It is a sure and certain thing that activities such as this always redound to the credit of the store, either directly or indirectly. And whether directly or indirectly it means a profitable business.

Mr. Ferris has been in business for upwards of ten years, and so this activity is not the idea of inexperience, but the sane, well thought out judgment of an aggressive business man. It is, moreover, a scheme that has amply justified itself.

Putting Fish on the Menu

A Word About the Food Controller's Scheme for Popularizing Fish by Selling at a Low Figure—How it Worked Successfully in Toronto, and is Expected to be Equally Successful in Ontario.

Mr. Hanna's venture into the fish business that provided material for a good deal of humorous comment by the newspapers, is taken somewhat more seriously by Toronto fish dealers. As a matter of fact of course the food controller was only one of the instrumentalities behind the idea. He provided a refrigerator service to Toronto, and he provided the advertising a good deal of which was of course obtained through the newspapers who saw nothing in the scheme but a comedy.

Ask the fish dealers and they will tell you, that there has been a most marked increase in the sale of fish, and at the same time that the price of certain varieties of fish has declined 2 to 4 cents a pound. This end has been achieved by setting the price for these varieties of fish 7 cents a pound for the wholesaler, 10 cents a pound for the retailer. How is it done? If the merchants were not formerly asking exorbitant prices how can they afford to sell at this much less. Well they can sell at this much less because there has been created a very keen demand, that doubles and quadruples their former sale of these particular fish, they are protected from loss to a great extent by the improved refrigerator service from Mulgrove, Nova Scotia, and they are further protected by a keen demand that leaves little chance of waste. Consider the difference in the demand that has been created by this campaign of cheap fish, assisted of course by the two meatless days weekly. There are this week some three cars carrying approximately 60,000 pounds of fish as against a normal of 5,000 pounds.

Only Two Varieties of Fish Sold at the Price

Now it is to be understood that this reduction in price is not to be noted in all lines of fish. The two varieties of fish sold under this plan, which means that the buyer shall take the whole fish head and all are Haddock, and Market Cod. These fish were decided upon because they are the only ones available

in quantities to justify the experiment. Haddock is a well known fish. Market Cod is a practical newcomer. Both are a first grade fish.

Many dealers looked with something resembling disbelief on this idea. But the advertising it obtained put it across. Everywhere about the fish stores in what is normally a dull month there were crowds of buyers calling for some of "Hanna's Fish." One large fish wholesale house from the first shipment ordered only between 500 and 800 pounds. They were cleaned out in less time almost than it takes to tell it. Their latest purchase by this same house was 20,000 pounds.

The Sale of All Fish Increased

Now how has it affected the market for other fish? That was the crux of the situation. Fish dealers feared that the curtailment of the price in one line would mean a lowering in the price of other lines. This with the merely nominal profit allowed under Mr. Hanna's set price would have meant a real hardship. As a matter of fact it did not work out this way. The advertising that the fish business received gave it a material stimulus, not only in the varieties of fish that were advertised to sell at a low figure, but it doubled and more than doubled sales in other lines

Continued on page 39.)



Unloading Mr. Hanna's fish from the special refrigerator cars in which they are brought to Toronto.

What Causes the Delay?

Delayed Shipments From Across the Water or Across the Line, a Familiar Form of Annoyance—Where the Difficulties Arise—How a Moment's Carelessness May Mean a Long Delay—Some Simple Rules For Speeding up Shipments.

IN goods that are imported from abroad, there are a hundred and one little difficulties that may occur, that are a cause of annoyance to parties who may be waiting for goods, and to whom delay may mean a monetary loss, and consequently far from add to the favor in which the shipper of the goods is held.

There are in these days of uncertain tonnage, of course, many difficulties of transportation that cannot be guarded against, but these other disturbing delays were a common occurrence long before the days of war, and many of the present delays cannot be charged against the war.

Many of these are caused by careless shipping methods. A laxity that is fraught with decidedly annoying complications.

The Necessary Bill of Lading

The most frequent difficulties arise from the tendency to ship goods forward without sending a complete invoice and bill of lading.

Now for instance here is one of the possibilities of the failure to have a bill of lading. A shipment comes forward. The consignee, having no papers probably does not know whether the shipment is complete or not. Some little while later the railway companies discover another package belonging to this shipment. It goes forward under an ill-omened billing technically known as "Free Astray" which is designated in railway parlance as F. A. Well these innocent letters mean a world of trouble to the consignee. They are a kind of challenge to prove your property right to the goods. Irrespective of how the goods may be directed this proof must be forthcoming, and the only proof that the railway company will consider is the original bill of lading. Therefore if the shipper has neglected to send along this bill of lading, or has not sent it till many days after the goods have been shipped, there may well be a disgruntled consignee kicking his heels aimlessly in a railway office, and thinking private and unpublishable thoughts concerning the party or parties, who might have been expected to send along the shipping papers.

Number and Marks of Packages

Still another cause of difficulties is the failure to mark upon both invoices and bills of lading the number and marks of the packages in the shipment. Even suppose the invoice and bill of lading do come along on time but without this information. It may well be that the entry will be passed and everything going merrily, when one of these stray packages that is prone to happen



in any shipment will turn up. Now the consignee is faced with the difficulty of having to convince the customs authorities that this package is a part of the same shipment. This is a difficult thing to do when there is not an identifying mark or number anywhere on papers of shipment. And when one says difficult in connection with a customs official one is speaking advisedly, for they are proverbially from Missouri, on all matters pertaining to invoices, which being interpreted means that the consignee will have to get down on his knees accompanied by the bell, book and candle, if he is to convince these officials of the honesty of his designs. This little difficulty might well be obviated by the simple expedient referred to of, simply putting the number and markings of the packages on the papers of the shipment. Then if the shipment should not be complete at the time that the entry is passed, the entry will be endorsed. "One package to come." When it does arrive it is not greeted with suspicious glances, but is at once recognized as the package referred to and a simple warrant is sufficient to get it out of the hands of the customs officials.

Customs officials as a rule are not gifted with a Catholic sympathy and a broad outlook. There are certain formalities prescribed by the rules of the service in which they are engaged, and they are prone to look askance at any variation from this prescribed form. Indeed in most cases it is their duty so to do. Therefore it is well for the shipper whose goods are to come under the eye of these watchful officials to see that he lives up to the letter of the law. In the past there have been firms who have not been above falsifying invoices for the sake of saving a little on customs dues. These days are largely over. Even shippers who are not troubled by

the ethical aspect of the situation, have found that anything of this nature was poor business. Customs officials are fairly well posted on the value of goods, moreover they have ways of discovering any irregularities, and when they have even grown suspicious there are possibilities of petty annoyances in the machinery of the customs office that would far more than offset any possible advantage. This is quite in line with the good old motto that "Honesty is the best policy."

Complication Due to Carelessness

There is no thought of fraud in at least 99 per cent. of the trade difficulties with the customs, but the complications and delays are none the less annoying. They arise mainly from a carelessness in some small detail of making out invoices.

All invoices of goods for shipment into Canada, must bear two prices endorsed upon them. A fair price for the same goods in the country of shipment, and the price to the purchaser in Canada. On all goods entitled to a preferential duty, the country of origin should be plainly shown upon the face of the invoice.

A declaration that the prices on the faces of the invoice are true and correct must be written, printed or stamped on the back of the invoices and signed by some individual member of the firm or confidential clerk. This is another place where difficulty arises. It would be surprising to many shippers to learn how frequently such invoices come through bearing only a rubber stamp of the shipping firm's name in place of a signature. Of course an invoice so endorsed is absolutely valueless, and will entail long delays, while a correct invoice is being obtained. Another difficulty is that these invoices are sometimes signed in pencil. This is as valueless as the rubber stamp, no matter how bona fide the signature may be. They must be signed in ink or in indelible pencil or they will not be accepted by customs officials at Canadian Ports of entry.

These are some of the main causes of annoying delays that work to the discredit of outside shippers. They are one and all matters of mere carelessness. Items that would entail only a moment's time to see that everything was correct, yet these mistakes are of daily occurrence daily in every city doing an import business. The loss entailed in a year through these delays, would amount to a very considerable sum. The remedy is merely a matter of a moment's careful consideration of the simple facts outlined on this page.



How Grocery Brokers Serve the Trade

Some of the Activities That Belong to the Business of the Broker—How He Forms a Necessary Link in the Channels of Trade — The Services He Performs for Wholesaler and Exporter.

THEORETICALLY the grocery broker like the wholesaler and retailer is an excrescence a tollgate on the natural channels between producer and consumer. Practically they are all essential elements of the world's trade. Theoretically the consumer might buy his own goods. Practically it is impossible. It became impossible when mankind ceased to require only those things that were the product of his own immediate environment.

Nor has the broker, usurped the privileges of the other accepted agencies in the systems of trade. As the retailer was the development of the extending needs of the individual, and the wholesaler of the broadening outlook of the retailer, so the broker serves a useful purpose that does not in any way overlap the activities of the wholesaler.

A Distributor of Information

To begin with he acts as a distributor of information. Take for instance the case of a wholesaler who wants tapioca. He knows it can be procured in Singapore. He cables a dealer in Singapore. This dealer is temporarily out of the market. He cables another, but finds the terms of this party unsatisfactory, and still other cables are required. More money has been spent in this way than would pay a broker's charges twice over, and yet the arrangement cannot be called satisfactory. It is a costly and inefficient method of doing business. Here steps in the broker. He is in constant touch with principles on the different primary markets. He knows what is offering and what terms can be obtained. He is able to give this information not only to this one wholesaler, but to any others who may be interested. In that way great expenditures can be saved. For instance, one broker spoken to instanced the case of quotations on Greek currants that had recently been received. This cable cost \$43. Now if this cable had been duplicated to the hundred odd wholesalers in Ontario, or to the two hundred and fifty or more wholesalers in the whole of Canada, this one cable would have mounted up into a very costly item, and would of course have been an added charge on the goods themselves.

The Broker a Specialist

More than that, the broker brings to bear on this business a greater knowledge and a wider outlook than would be possible with the wholesale buyer. This is inherent in the nature of the case itself. The wholesale buyer, has his mind fixed on a hundred different items, no one of which is of outstanding importance to his house, though all are of

importance. He has to keep himself moderately well posted on all, and consequently he has not the opportunity to post himself as thoroughly on the market conditions of certain goods as has the broker.

This wider knowledge, this care to keep abreast of the movements of the market, of the changing sources of supply. This knowledge of the extra aggressiveness of this exporter, or the antiquated systems of that other exporter, is part of the service to be expected from the broker, and is an actual saving of money to the parties whom he serves.

A Representative of Both Parties

The broker is an intermediary between the foreign producer and handler and the local wholesaler. He is the representative of both parties, and it is among his duties to see that the interest of both are properly safe-guarded. In a measure he is responsible for the business integrity of both parties. That is, while not actually responsible for the acts of either party his business connection depends on his ability to judge the business ethics of those with whom he deals. He is in a far better position than the wholesaler, to obtain information regarding shippers, and in most instances the wholesalers' buyers depend entirely on his judgment of the character of the shipper. For that reason he must protect himself by a careful scrutiny of the character and business dealings of those whom he deals.

It is one of the greatest justifications of the broker's existence, that there is less and less danger of difficulties of a legal nature arising. The discrimination that the broker must of necessity maintain has done away with many of the sharp practices of former days. There is of course the possibility of disagreement and of differences of opinion. When these arise, the broker who represents both, and has an interest in each party, can usually be depended on to make a satisfactory adjustment.

A Source of Information for the Seller

But how can the broker give a service that gives him a position that is not an overlapping of any of the other established trade channels. He is a source of information, not only for the buyer, but for the seller. It is possible for him to keep his principal posted on the financial standing of probable customers. He can, moreover, get the feel of the market as an outsider could not. He is in constant touch with the wholesale trade in all parts of the country, and through them he gets an idea of the

actual demand. His information in this regard is broader than that of the wholesaler, who must depend for his judgments on the opinion of a certain set of customers. The broker on the other hand has the advantage of being able to get the judgments of this, that and the other wholesaler. In this way his grasp of the actual feeling of the market should be of a very wide order. The information and advice therefore that he is able to provide is of invaluable service to the principal who has in this information a sounder basis on which to base his selling policy.

Then acting as he does as the agent of the exporter the broker, is naturally more alive to the interests of his principal than would be the casual purchaser. His attention is constantly focused and on the lookout for something that will serve his principal's interests. The manufacturer or exporter who does without the service of the broker, and goes direct to the trade, has either to maintain an expensive selling staff and paid observers, or be at a disadvantage to the exporter who has the service that a broker can give.

The Broker As a Clearing House

Then again the broker acts often as a sort of clearing house between different wholesale merchants. So and so requires a thousand pounds of such and such goods. Well, he knows of another wholesaler who has more of those goods than he can well dispose of. The transaction is made to the benefit of both. The small brokerage fee in no way representing in the one case the extra cost of obtaining these goods at a special time, or on the other of the possible loss on these same goods.

In acting in this way the broker most nearly lives up to the actual meaning of the word broker. This is a strictly brokerage business. Of course the term has broadened out immeasurably from this and represents a far broader activity.

Making Possible a Wider Trade

There is another service that the broker can perform. Take the instance of a house importing goods from California. Some odd line of which they cannot advantageously handle a straight car. There are however other wholesalers who can handle part of this car. The broker can therefore order a car forward, and on its arrival attend to the distribution of its contents and collect the pro rata share of duty and freight from each purchaser. In this way a sale can be made, and the needs of the trade supplied. Whereas were there no

such agency this business would probably go by the board, for the bringing of such goods in less than car lots could be done only at a price that would eat up all the profit.

It is therefore evident that there is an open field for the grocery broker, a field in which he does not encroach on the domains of the wholesaler or of any other agency of trade. The wholesaler is a necessary part of his business, and the wholesalers generally are beginning to realize how valuable may be the ser-

vice of a wide awake broker. Working together, they can obtain the maximum of service.

The manufacturer's agent differs only from the broker in his somewhat narrower field of operations. He represents the goods of one manufacturer or perhaps of several. The services he renders are in every way a duplication of the broker's. He does not work over the wholesaler, but in the vast majority of cases works through him, finding that in that system can the advantages of both

parties be best safeguarded. The broker differs from the agent only in the fact that he is not bound to one or to several manufacturers or exporters, but goes wherever he can find the most attractive offerings.

All these agencies have added to business a machinery that instead of adding to the expense has been able to speed up the output and, as everyone knows in these modern days, this is the safest and surest means of limiting the working charges.

In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE—Before leaving for Russia in March, Mr. Hossack, at the request of the editor of Canadian Grocer, consented to write an article for this paper upon his return to Canada, giving his experiences in Russia and describing conditions as he found them. Mr. Hossack found that the Russian business men had learned to know Canada through the work of Canada's troops at the front. He also found that the goods made by his firm were favorably known in many places. The trip was more successful than had been anticipated, and resulted in the establishment in Russia of a branch agency of the Company. The first instalment of the article appears in this issue. It will be followed next week by an article bearing more directly upon business conditions in Russia and the future outlook for Canadian firms. Mr. Hossack expects to return to Russia when conditions become more normal.

MY trip to Russia was planned long before there was any thought of a revolution in that autocracy-ridden country. Only the vaguest hints of internal troubles in the land of the Czar had reached the outside world. The reason for the trip was that our company felt there was a tremendous opportunity for trade with this new ally of the British Empire, a fact that many direct inquiries and orders from Russia confirmed. The unexpected outbreak of the revolution did not interfere with the plan, and on April 12 I sailed from Vancouver on the Empress of Russia.

We called at several points in Japan, and I had the opportunity of seeing Yokohama, Tokio and Kobe. My stay there was too brief to enable me to form any very accurate impressions of Japan, but I was very much struck with one feature—the strenuous activity of the shipyards. Japan has gone into shipbuilding with an energy that is amazing. That the control of the Pacific is within the grasp of Nippon is no rash prediction. Japanese shipping will dominate the trading in the Pacific if the way in which they are taking hold now is persisted in.

In other lines of manufacture I think that the advance of Japan has been over-estimated. The Japs are extremely clever in the production of goods which

entail fine hand work, but I am not convinced that they are likely to bid very strongly for world trade in other lines. However, as I say, my stay was too brief to enable me to form any very definite opinions, and I do not feel justified in

saying much about conditions in Japan.

Russia—And Anarchy!

We sailed from Tsuruga for Vladivostock. Ordinarily the trip would take 40 hours. We steered straight into the teeth of a typhoon, however, and had three days of pounding and tossing about. It was a terrible experience. Our boat was a small one of 1,800 tonnage, and it was tossed about on the wild seas like a cockle shell. I think most of the passengers were too frightened to be sick. At any rate, the first sight of land was welcomed by us with all the fervor that Columbus must have felt when he sighted America.

We landed at Vladivostock on May 1 and found ourselves plunged into what was nothing more nor less than anarchy. The city was literally turned upside down. It was, in the first place, crowded with soldiers, some of whom had come back all the way from the front. It was not so much that they were tired of fighting. It did not take long to discover that there was plenty of fight left in the Russian people. Rather they had come back to share in the division of spoils. When the electrifying news spread through Russia that the Czar had been deposed, and that with him all authority had been swept into the discard, the impression became general that the first tangible proof of freedom would be found in the division of the land among the liberated people. Every Russian has a hungry longing for land. It is his great ambition, because Russia is, above everything else, an agricultural country. This idea of a nation-wide division of land reached the trenches and, needless to state, the soldiers felt that they wanted to be "in" on any division of spoils. Three million or so moved out of the trenches and went back home for their share. As I have



Photo of Jas. A. Hossack, bearing certification of the Russian police. Note his name in Russian, "Xocczkz."

said, large numbers had actually arrived back in Vladivostock when our vessel docked.

A City in Turmoil

Our first day in Russia was a remarkable one in many ways. A labor demonstration was on and everything else had been stopped. Everyone was in the streets, cheering, shouting, singing the "Marseillaise." The hotels were closed. We couldn't get a room or a bite to eat. We were jostled around by the crowds. Finally one of the passengers, who knew the Danish Consul, took me to that official's residence, and there we had a very satisfying meal.

It had not been my intention to stay in Vladivostock, but I had not reckoned with the authorities. In the first place, the Customs officers went over my effects very closely. I had packed my samples in a steamer trunk. After careful consideration, the officials decided that the samples, being of a purely commercial nature, could be brought in, but they were not positive that the trunk could not. It was bound with leather and sported brass clips and consequently it was a "luxury." They were quite emphatic about that.

"All right," I said, "I'll give you the trunk. All I'm interested in is the samples."

"But you don't understand," they explained, politely; the Russians are always polite, even the officials. "The contents and the trunk cannot be separated. If the trunk cannot come in, neither can the contents."

I argued the point with them, and found that their politeness persisted and was only exceeded by their obstinacy. Officials are the same, I think, the world over. You never know what stand they are going to take or what they are likely to do next. During the course of my trip I learned to respect the authority of officials, which they are likely to use unexpectedly.

However, I succeeded in getting the most important of my samples through.

In this I was very fortunate. Another commercial man who had come over on the same boat, and who had twenty-nine trunks of samples, was not allowed to bring in anything! He debated seriously the idea of turning right around and going back, but finally decided to go through to Petrograd anyway. He had eight or ten pieces of personal baggage, and these were finally allowed in.

Stranded in Vladivostock

My troubles were not over by any means, however. I had expected to take the first Trans-Siberian express, which leaves weekly. It was almost impossible to reach the station. I judged there were fully one thousand people waiting to get on that train, the maximum capacity of which could not have exceeded three hundred. I wedged in and made my way to where the railroad officials, under the supervision of an army officer, were weighing the baggage; for, of course, all baggage is paid for. When the trunk with my samples was put on the scales, the weight must have seemed unusual, for the officer stepped up to in-

vestigate. The trunk was opened and my samples revealed. The officer waved the trunk off. The samples could not go.

It was no use arguing with him. His authority was absolute and his decision irrevocable. The trunk could not go. Needless to state, I missed the train—and the next did not leave for a week!

My friend of the twenty-nine rejected trunks had also missed the train I found. We put in much of the intervening time together, and I decided to avail myself of his very extensive supply of personal effects. I discarded my sample trunk and packed the most important of my samples through my own personal belongings and also through his.

A Freight Dumping Ground

We were eleven days in Vladivostock, and it was like living in a huge freight yard. The city has become literally packed to the skies with freight that cannot be moved. More merchandize has been coming off the boats than the Trans-Siberian can carry, and the stuff

has spread all over the place. Every vacant lot is piled high with goods. The piles are like miniature pyramids. Some of the merchandise is covered with canvas, but the most of it is exposed freely to the elements. A great deal of this material is munitions, but the bulk I imagine must be commercial, for, of course, the war supplies get the right of way. One item in the tie-up was a train-load of condensed milk. There are 540,000 tons of freight cluttering up the streets and vacant spaces of Vladivostock.

We were told that, with the present facilities, it would take five years to overcome the congestion!

Across Siberia

We made the next train safely enough. In times of peace the Trans-Siberian is a very fine railroad indeed. It is a broad gauge road and the cars are large and comfortable, and the service adequate in every way. As it is a long trip across the continent, the trains are equipped with baths, barber shops, and all the necessities of civilization. The conditions created by the war have, however, cramped the service to some extent. We had no particular reason to complain on that score.

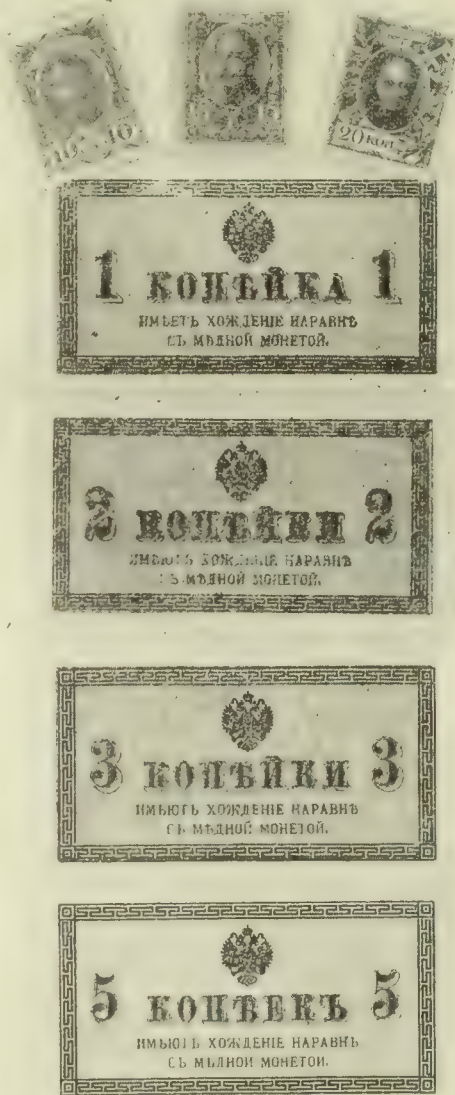
The train was terribly crowded. After the last possible passenger had been stowed away, soldiers started to come aboard. They were on their way back to the front. They had found that there was no division of land under way, and that no work or money seemed forthcoming, and consequently they were beginning to realize that the best thing they could do was to rejoin the colors. So they were going back.

They crowded on the train, of course, without ticket. At every stop more piled on. Before long they were in the aisles, on the platform, in the baggage cars. They rode on the bumpers. Some even climbed up on top of the cars. They were very orderly and patient, and polite. No attempts were made to interfere with the passengers or raid the food supplies. How they managed to subsist I never knew, although I supposed that they got food at the stations where the train stopped. They slept where they sat—in the aisles, on the platforms, anywhere. How the men on the roofs and the bumpers slept I have no idea.

Siberia—Land of Promise

I was astonished with what I saw of Siberia. The outside world has an entirely erroneous idea of this country. Siberia is not merely a snow-bound waste, fit only for exile camps. It is a country of tremendous possibilities, with absolutely unlimited resources. It reminded me very much of our own northwest.

The development of Siberia is following very closely along the lines of development in our own West. Towns of considerable size are springing up all along the railroad. Some of them have populations already of 25,000 to 30,000, and resemble Western Canadian towns in many ways. The one business of Siberia, so far as I could see, is wheat-growing. The towns are situated in the centres of the best wheat-growing



Three top illustrations are Russian postage stamps printed on heavy paper, without mucilage on the back. These are being used in Russia in place of silver coins.

The four lower illustrations are actual reproductions of 1-2-3-5 Kopeck bills, which are being used in place of copper coins. The originals measure $1\frac{3}{4} \times 3$ inches. At normal exchange the Kopeck is worth approximately $\frac{1}{2}$ cent.

areas. The wheat raised is, I understand, high grade. The world will never go hungry with those huge Siberian stretches waiting to be tilled. There can be no doubt that the climate is severe in the extreme; but is it not a fact that the farther north we go in Canada the better is the quality of wheat produced?

And then figure what will happen when those endless forests are cut and the mineral stores are opened up for the uses of world industry! Mark this down: Siberia has a wonderful future.

It has one very great advantage. It is drained by enormous rivers, emptying into the Arctic Ocean. The Ob and the Yenski are long and navigable rivers that will be great factors some day in the opening up of this country.

Getting the Samples In

Now to go back a piece. I must tell how I managed to get my samples through. As I explained earlier, I took the most important of my samples and carefully distributed them through my own baggage and that of my travelling companion. I don't think he knew this was a rather dangerous venture. I did.

The route of the Trans-Siberian cuts through the north-eastern corner of Manchuria. This meant that our baggage would be examined both when we entered China and then when we struck across

I had intended to visit all the more important cities of Russia—Moscow, Odesa, Niji-Novgorod. As it turned out, I was unable to visit any of them. Getting out of Petrograd was much harder than getting in.

Our First Day in Petrograd.

There are eighteen million soldiers in Russia—so I was told—and, as Petrograd is the centre of everything, you can well imagine that it is crammed to overflowing with them. And remember this: At the time I was in the Russian capital, there was no authority of any kind over the soldier. He did not have to obey his officers. He was FREE. He left the trenches when he liked and went back when it suited him. Imagine what Petrograd was like with several thousand soldiers around the streets enjoying this brand of freedom.

The first day we arrived, it was almost impossible to get quarters at any of the hotels. They were crowded to the roof-tops. Finally we got rooms in one of the smaller hotels and later we were able to get accommodation at the Hotel de l'Europe, one of the finest in Petrograd. The day we moved happened to be an unlucky one: The help had gone on strike. There wasn't an employee around the place. We had to make our own beds and rummage for

All the jails, courthouses and asylums had been torn down or burned by this time.

That freedom had developed into license, and then into anarchy was rather forcibly shown in the case of the cabmen. It seemed to me that half of the population of Petrograd are drivers of "droshkies." There used to be very rigid traffic rules and a set tariff. We found the drivers were charging whatever they felt like. If you did not make a bargain before getting in, they would probably demand one hundred roubles and you would have to pay. They disregarded traffic laws and seemed to take a great delight in driving hell-for-leather on the wrong side of the road. Why shouldn't they drive where they liked; weren't they free?

There was certainly plenty of freedom in the streets of Petrograd. Soldiers no longer saluted their officers.

There were riots every day, but no one paid much attention to them. They had become commonplace. You might be talking to a merchant when the conversation would be broken by a tremendous outbreak of rifle fire in a near-by street.

"Oh!" he would say, "I wonder who it is rioting to-day. Do you suppose, now, that it would be the Anarchists to-day?"

It probably was; but before it was finished with, other factions would join in. The anarchists, most of them from America, would take a hand, and, of course, the soldiers would step in.

(To be continued in next issue.)

HE WANTED THE SET

He was running a small provision store in a newly developed district, and the big wholesale dealers found him very backward in payment of his accounts.

They sent him letter after letter, each more politely threatening than the last. Finally they sent their representative down to give him a sporting chance.

"Now," said the caller, "we must have a settlement. Why haven't you sent us anything? Are things going badly?"

"No. Everything's going splendidly. You needn't worry. My bankers will guarantee me all right."

"Then, why haven't you paid up?"

"Well, you see, those threatening letters of yours were so well done that I've been copying them out and sending them round to a few customers of my own who won't pay up, and I've collected nearly all outstanding debts. I was only holding back because I felt sure there must be a final letter, and I wanted to get the series complete."—Harper's.

ONE SOLUTION

"The people who have been complaining that they could not get enough to eat owing to the high cost of living are now told by the Food Controller that the way to solve the problem is for them to eat a third less."—Quebec Telegram.

65 gram mj ukt bröd 40 gram to rrt bröd	65 gram mj ukt bröd 40 gram to rrt bröd	65 gram mj ukt bröd 40 gram to rrt bröd
65 gram mj ukt bröd 40 gram to rrt bröd	65 gram mj ukt bröd 40 gram to rrt bröd	65 gram mj ukt bröd 40 gram to rrt bröd
65 gram mj ukt bröd 40 gram to rrt bröd	65 gram mj ukt bröd 40 gram to rrt bröd	

Bread ticket from the Grand Hotel, Stockholm, Sweden.

the Manchurian border again into Siberia. There was a double chance of being caught.

Had the officials found the samples they would have confiscated the baggage. Our lot in that case would not have been a happy one.

I indulged in considerable speculation on the score of what might happen to us. I was frankly worried. My companion, luckily for him, knew nothing about it, and enjoyed the early stages of the trip much more than I did. Where ignorance is bliss, 'tis folly to be wise.

We passed over the Chinese border at night. I wakened up in the morning to find that we had safely negotiated that end of it. We passed the Manchurian border at night also, and once again the luck was with us. Our trunks were passed. When I told my companion how dangerous the experiment had been he was thunderstruck. In fact, for a time he was completely unnerved.

Our journey took eleven days in all, and on May 21 we arrived at Petrograd. Conditions there we found to be worse even than what we had found at Vladivostock.

our own food. For breakfast we went down to the kitchens and found them empty except for a decrepit old crone who offered to cook anything for us that we could secure. We finally got some eggs and she boiled them for us; for which we paid a fabulous sum. This hotel, remember, was perhaps twice as big as the King Edward at Toronto, and it was filled with guests. What the rest of the guests did for their meals I don't know.

This, we found, was a regular occurrence. The cost of living was going up so fast that every now and then the help at the hotels would have a strike in order to get enough money to live on.

A City Without Authority.

There was absolutely no authority in Petrograd, probably not in all Russia. The police had been wiped out as an organization. In their stead a sort of militia force had been instituted, consisting for the most part of young revolutionists. They were, I believe, mostly students. There were very few of them, however, and they were never in evidence.



GROUP OF DELEGATES AT DOMINION BOARD CONVENTION.

Horace Chevrier, Dominion President. To the right of the President; E. M. Trowern, Dom. Sec.; B. W. Ziemann, Pres., Ontario Board; W. C. Miller, Ontario; D. W. Clark, Ontario; J. L. S. Hutchinson, Saskatchewan; J. A. Banfield, Manitoba; A. A. Evans, Saskatchewan; J. McIntyre, New Brunswick; J. DeWolf, New Brunswick; P. Smith, New Brunswick; J. A. Curle, Manitoba. To the left of the President: J. A. Beaudry, Montreal; J. A. Gareau, Quebec; J. G. Watson, Quebec; J. C. Doyle, Nova Scotia; W. Daniel, New Brunswick; W. Rannard, Manitoba; J. A. Connell, Manitoba; W. Falconer, Manitoba; W. McPherson, Saskatchewan; F. E. Raymond, Saskatchewan.

Dom. Board R.M.A. Meets in Montreal

Matters of Importance to Retail Trade Dealt With — Far-reaching Legislation Proposed—Finances of Association Reported in Very Satisfactory Shape.

THE Annual Convention of the Dominion Board of the Retail Merchants' Association was held in the Windsor Hotel, Montreal, during four days of last week.

The morning session on Tuesday was given over receiving the representatives of City of Montreal, the Montreal Chamber of Commerce, Montreal Board of Trade, Canadian Credit Men's Association, Montreal Publicity Association, Montreal Wholesalers' Guild, Hardware Association, Dry Goods Association and Harbor Commissioners, who welcomed the Association's representatives to the city. Brief replies were made by the representatives of the different provinces.

During the course of the business sessions that followed, some very important resolutions were discussed.

Executive Enlarged

A resolution urging the retail trade to give preference to returned soldiers when giving employment, and providing for the formation of a committee in every branch of the Association to further this work was unanimously carried. The constitution of the Association was amended to provide for eleven executive officers, to consist of treasurer and secretary and one member from each of the nine provinces.

The constitution was also amended to provide for the appointment of the several secretaries instead of their being

elected as formerly. A resolution commending the legislation introduced to have all railway companies pay their employees semi-monthly instead of monthly, had the unanimous approval of the delegates.

A resolution regarding a Bankruptcy Act, acknowledged the necessity for

The Officers for the Dominion Board for the ensuing year are as follows:—

President, Horace Chevrier.

1st Vice-President, J. A. Gareau, Montreal.

2nd Vice-President, D. W. Clark, Toronto.

3rd Vice-President, J. L. S. Hutchinson, Saskatoon.

Treasurer, J. A. Beaudry, Montreal.

Secretary, E. M. Trowern, Ottawa.

such an act and authorized the executive to meet with the committee from the Canadian Credit Men's Association with the idea of framing a bill that would not be in any way detrimental to the retail trade was approved.

Inspection and Sales Act as Proposed by Government Opposed

A resolution providing for a committee to join with the manufacturers and

wholesalers in urging some changes in the proposed Inspection and Sales Act aroused some discussion. It was felt by the delegates present, that the bill as presented in Parliament, was altogether too drastic, as well as being too cumbersome. It was pointed out, too, that the fact that the merchant was given no opportunity to change his business systems in conformity with the stringent regulations outlined in the bill, would work untold harm to the retail trade in general. While favoring the general principles that were behind the bill, it was the feeling of the delegates, that unless the required changes were made in the reading of the bill, that it would have to face the united opposition of the retail wholesale and manufacturing interests.

Resolution No. 7 provided that in view of the fact that a large quantity of paint of inferior quality is being placed on the market, and advertised as containing the best ingredients, that legislation be introduced whereby all paint that is manufactured and put up in tins or other packages shall have the ingredients of the same printed thereon. This resolution was passed unanimously.

A resolution urging the bringing into national service all the available resources of men, material and wealth of the Dominion, be brought into play for the furtherance of the war, and with

the idea of bringing it to an early and successful conclusion, was heartily endorsed by the convention. A lengthy resolution opposing the increase of freight rates, more especially in the territory west of Port Arthur was approved and will be referred to the Railway Commission.

A resolution emanating from the Manitoba Board, urged upon wholesalers a greater care in granting credit to parties not definitely known to be in the retail business was adopted.

A resolution putting on record the opposition of the Association to the Knowles Bill and commending the executive for their active opposition to this measure was carried unanimously.

Making the Act Regarding Fraudulent Advertising More Comprehensive

A further resolution urged some amendments to the Act to amend the Criminal Code that was assented to June 12, 1914.

The act with the suggested amendments would read as follows, the suggested amendments appearing in black face type.

1. The Criminal Code, chapter 146 of the Revised Statutes, 1906, is amended by inserting the following section immediately after section 406 thereof:—

"406A. Every person who either himself or by his agent, servant, employee or anyone on his behalf knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal movable or immovable property, or any interest therein, containing any false or misleading statements or false representation which is of a character likely to or is intended to enhance the price or value of such property or any interest therein or to promote the sale or disposal thereof or is liable to mislead anyone as to the true value of such property shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months' imprisonment or to both fine and imprisonment or in the case of a corporation to a fine not exceeding five hundred dollars."

The production by the informant of any advertisements containing any statement alleged to be false or misleading shall be prima facie evidence that the same was knowingly published by the person whose name shall be mentioned therein as the advertiser or proprietor, owner, agent, manager as the case may be of the business referred to in said advertisement. The word person shall include an individual or partnership company or corporation."

Another resolution instructing the incoming executive to wait on the Premier and members of the government with a view to making it possible to collect accounts from government servants who make it a habit of not paying their accounts.

Regarding a Retail Selling Price on Goods

Two interesting resolutions dealing with the placing of a selling price on

articles, were considered by the Association and adopted.

The resolutions were:

"That it is the opinion of this Convention assembled that if the manufacturers who place a retail selling price on any article of merchandise make no proper provision to see that the price so fixed is properly maintained, and that such goods are used by the illegitimate price-cutters as "bait" to attract customers in order to sell them other lines, that the retail trade should insist that the manufacturers leave the retail selling price off the same."

That we believe that it would be in the best interests of legitimate retailing if manufacturers who manufacture trade marked articles with the intention of selling them at a certain retail price, would have said retail price incorporated as part of their trade mark, and that the executive be requested to deal with this matter, and, if necessary, have the Trade Marks Act so amended as to comply with the same.

Financial Report Encouraging

The Financial Report that was then

presented showed the Association to be in a very satisfactory state. After meeting the expenses of the activities of the year there was some \$4,000 remaining in the treasury.

On Thursday afternoon the delegates were the guests of the Montreal Harbor Commissioners and were given a trip over the harbor improvements. On Thursday evening they were the guests at a banquet tendered them by the Montreal Branch of the Association. The chair on this occasion was occupied by Mr. Hebert, President of the Montreal Board of Trade. During the course of the evening addresses were delivered by Messrs. Hebert and Stuart of Montreal, Horace Chevrier of Winnipeg, Henry Detchon of the Credit Men's Association. Also brief addresses by Messrs. Watson and Beaudry of Montreal, B. W. Zieman and D. W. Clark of Ontario, J. C. Doyle of Nova Scotia, Messrs. Rannard and Banfield of Manitoba, Messrs. Laniel and McIntyre of New Brunswick, and Messrs. Hugh Blain and H. G. Beckett of the Wholesale Grocers' Guild.

A Hint of Disagreement

Suggestions of Western Members for a Change in the Administrative Machinery of the Association Meets With Strong Opposition

THERE was a hint of disagreement during the course of the convention when the western members urged a reconstruction of the machinery of the association. The idea of this move was to do away with the central Dominion Board as the final governing authority, and substitute in its place an Eastern and a Western Board. The former to have jurisdiction over the Provinces of Ontario, Quebec, Nova Scotia and New Brunswick, and the latter over Manitoba, Saskatchewan, Alberta and British Columbia.

It was claimed by the members from Saskatchewan, that the interests of the west were peculiar to themselves and they claimed that Ottawa was too far away to rightly care for the interests of the western field. They believed that by dividing the country into two parts, that each division would be better in touch with the needs of its own section, and that representatives of these two boards could meet once a year to discuss matters of Dominion-wide import.

This proposal came as rather a bomb shell, and caused no little disturbance. Other delegates were strong in opposition. They pointed out that by dividing the organization into two parts, there would be a division of council, and as a natural result the powers of the association would be materially weakened. When they went before Parliament to urge some reform, they would only be speaking with the voice of a section of the country, and not as a united or-

ganization. It was the consensus of opinion that such a change could only work disastrously to the association, so that after a spirited discussion, the matter was dropped, and the old system of government by Dominion Board remains in force.

Opposition to Appointment Rather Than Election of Secretaries

Another matter that caused a good deal of heated discussion was the amendment providing for the appointment of secretaries rather than their election. M. Trowern came out solidly in opposition to this measure. He pointed out that this change practically put the decision on this important matter on the shoulders of three men, the president, vice-president and treasurer of the association. These men, he thought might not be best qualified to know the qualifications possessed by the different secretaries for the work in which they were engaged. These three officers were men in business. And it was possible to conceive that at some time some one or more of the officers holding these positions might be swayed by private interests into making some appointment not in the best interests of the association. Mr. Trowern also objected strenuously to the change on the ground that it was placing the officers of the association on the footing of hired men. Being an appointee, rather than an elected representative, Mr. Trowern believed that the larger part of their influence would be gone. They would not

be held to fully represent the association as would be the case if they were duly elected.

Mr. Trowern also came out with a strong opposition to the activities of the Saskatchewan Association, in using the organizers of the association to help market the insurance scheme of that province. No action was taken on this latter matter, but despite Mr. Trowern's spirited opposition the amendment to the constitution providing for the appointment of the secretaries instead of their election, was approved.

As a protest against this action, Mr. Trowern promptly tendered his resignation on the grounds that the interests of the merchants were not best served by the change. It was pointed out, however, that the change was in no way directed against Mr. Trowern, or any of the secretaries, and his resignation was refused, and he was returned to office for the coming year.

Conference With Manufacturers and Wholesalers.

The last day of the session was de-

voted to a conference between delegates and representatives of the Manufacturers and Wholesalers. The matter of the Inland Trade Commission came up for discussion, and the proposition was heartily endorsed.

A statement made by Mr. Hardy of Jenkins & Hardy, to the effect that an investigation by the Manufacturers Association of different manufactured lines had revealed duplication of 60 per cent. in some lines and meant an over-production, while other lines were suffering from lack of production.

Cartage Charges Will Remain.

This suggestion led to a long discussion of methods of business. The matter of cartage charges was also brought up. The fact that outside merchants have been compelled to pay cartage charges has been a bone of contention for some time past. It is evident, however, that there is no relief to be expected. The business interests represented stated emphatically that it would be impossible to make further concessions in this matter without add-

ing these charges to the cost of the goods.

As a result of this conference, a representative committee was appointed to look into the points raised, and to formulate a statement of a fair trading policy.

With the conclusion of this session, the deliberations of the convention came to a close.

List of Delegates

The delegates present at the convention were as follows:

Quebec—Messrs. J. A. Beaudry, J. G. Watson, J. A. Gareau, Philion.

Ontario—Messrs. D. W. Clark, B. W. Zieman, W. C. Miller.

Nova Scotia—J. C. Doyle.
New Brunswick — Messrs. Laniel, Smith, McIntyre, DeWolfe.

Manitoba—Messrs. J. A. Banfield, Falconer, Rannard, Connall, Curle.

Saskatchewan—Messrs. Evans, Hutchison, McPherson, Raymond.

Ottawa—E. M. Trowern.

Rangoon Beans Are a Nutritious Food

Not Only Nutritious, but Very Desirable, and Absolutely Safe for Consumption as Human Diet After Having Been Officially Tested—Rangoon Beans Have Not Been Prohibited as Canadian Imports.

IN regard to the situation which has recently arisen affecting Rangoon Beans owing to some misunderstanding of an American Government announcement concerning them, the following facts are of importance to retailers in Canada. As a great many retailers are aware, some suspicion as to the wholesomeness of Rangoon Beans as human food was occasioned by announcements officially made to the effect that these beans contained a poison. Misconceptions of the meaning of the notices issued have led to unjustifiable condemnation of Rangoon Beans here and there throughout the Dominion when under present conditions every item of nourishing food counts in the economy of Canada. That Rangoon Beans are wholesome and constitute a very nutritious and desirable food has been declared definitely by the Canadian Government in an official Department of Customs memorandum, the text of which is as follows:

The Government's "O.K."

MEMORANDUM
DEPARTMENT OF CUSTOMS, CANADA.

Ottawa, 8th August, 1917.

To Collectors of Customs:

ASIATIC BEANS

Collectors of Customs are instructed to carry out the request of the Inland Revenue Department in the above matter, as stated in the memorandum hereinafter set forth.

John McDougald,
Commissioner of Customs.

MEMORANDUM FOR ATTENTION OF
CUSTOMS OFFICERS.

The Department of Inland Revenue requests

you to withhold delivery of East India or Oriental beans, or beans of Asiatic or East India origin, pending receipt of a report from the Inland Revenue authorities.

Samples of such beans imported at your port should be forwarded to the nearest collector of Inland Revenue for examination as to the quantity of prussic acid which they contain.

The beans in question are not suitable for planting in this country, being natives of the tropics, but constitute a very nutritious and desirable food when free from dangerous amounts of hydrocyanic (prussic) acid.

J. U. Vincent,
Deputy Minister.

Department of Inland Revenue,
Ottawa, 8th August, 1917.

Still Further Official Proof

In further substantiation of the strong contentions made that Rangoon Beans are perfectly wholesome to use as human food, the following copy of a letter sent by the Deputy Minister of the Department of Inland Revenue to a Montreal firm interested in the marketing of Rangoon Beans is quoted.

DEPARTMENT OF INLAND REVENUE,
DEPUTY MINISTER'S OFFICE,

Ottawa, August 10th, 1917.

The Robert Crooks Co. of Canada, Limited,
11 St. Sacrament St., Montreal, P.Q.

Gentlemen:

I am in receipt of your letter of August 9th, and in reply thereto beg to state that I have no objection to answering the three questions embodied therein.

Question 1: Have the Government prohibited the importation of Rangoon beans into Canada?

Answer: The Government has not prohibited the importation of Rangoon beans into Canada, but all shipments are held until samples are examined by the chief analyst of the department.

Question 2: Are the Government testing all arrivals of Rangoon beans entering Canada?

Answer: Yes, and under the present regulations all shipments which are found to contain less than 20 parts of hydrocyanic acid, out of 100,000 parts, are allowed to pass.

Question 3: May shipments of Rangoon beans have been passed by the Government be considered wholesome and nourishing food when properly cooked?

Answer: The chief analyst is, at present, making a thorough investigation of this whole matter. So far he has ascertained that these beans are a wholesome and nourishing food, provided they contain only very minute traces of hydrocyanic acid. It is also established that proper cooking eliminates this acid entirely, when present in the proportion last stated.

Yours very truly,
(Signed) J. U. Vincent,
Deputy Minister.

Beans Thoroughly Tested.

To go into the chemical technicalities bearing on these beans would be tedious and unconvincing except where the tests could be actually seen. The facts, however, are very fully and completely established, namely that Rangoon Beans have never been prohibited from entry into Canada as an article of food, and that Rangoon Beans are good, nutritious and wholesome food for human beings. An important point is that even should there be in any Rangoon Bean the minutest proportion of the acid which has caused all the difficulty, the process of cooking completely dissipates this acid and renders the bean absolutely safe and satisfying as food. With the assurance that all Rangoon Beans offered for sale in the Dominion are Government tested and proved safe before they can be offered for sale at all, with the memory that these beans has come into Canada for fifteen years continuously down to date, and that no case of illness has been proved due to

Rangoon Beans in all that time in Canada, with the further knowledge that the British Government has bought the balance of this season's crop of Rangoon Beans for consumption by the people of the British Isles, retailers and the consuming public they serve can rest assured of the wholesomeness of these

much misjudged beans. The originals of all the documents reproduced in type or otherwise in this article have been seen, and can be vouched for as genuine, by a member of CANADIAN GROCER staff, who has investigated the subject for the benefit of readers of this paper.

Opposes Lowering Standard of Fish Pack

Packer Strongly Opposes Proposal of Government to Permit Lowering of Weight Standard in Fish Packing—Points Out the Dangers of Such a Change, and Urges That the High Standard be Maintained.

THE Government's proposed legislation, which is now before the House, to permit the standard fish can to contain less fish meat than the can would hold, is meeting with some staunch opposition on the part of some of the canners. One of the staunchest opponents of the proposed bill is Arthur P. Tippet, of Arthur P. Tippet & Co., and general manager of the Thistle Canning Company. The bill in question provides for the inspection of canned fish, for the supervision of the canneries, and for the regulation of the contents of the cans.

The point in the draft bill which Mr. Tippet is protesting against as a canner, is a section dealing with the weight of fish meat in the cans, which provides as follows:

The 1-lb. can shall contain not less than 14 ounces of meat.

The $\frac{3}{4}$ -lb. can shall contain not less than 10½ ounces of meat. The half-pound can shall contain not less than 3½ ounces of meat. Unusual weights shall contain an amount of meat in proportion to the weight contemplated by can used.

On this subject Mr. Tippet feels very strongly, holding that the amount of liquid put into fish meat cans is most important, the water giving the weight in addition to the fish meat packed. Mr. Tippet holds that iniquitous overloading of water in cans has been done by some canners in the past. His firm, he has informed the Department at Ottawa, has sacrificed \$5,000 rather than send out a pack which had been overloaded with water by an employee. They destroyed the whole amount.

As to the proposals to fill the 1-lb. can with a smaller number of ounces of fish meat than the standard pound, Mr. Tippet is emphatic, and wrote last year to the Department on the subject as follows:

"We absolutely disagree with the idea as to proposed statement that a pound can should contain not less than 14 ounces. It should contain not less than 16 ounces; then you say that a $\frac{3}{4}$ -lb. can should contain not less than 10½ ounces, and a half-pound not less than 3½ ounces (the latter we take to be an error, however). There is no reason that we can see or understand why the full weight should not be packed, excepting for the convenience of the packer. We, of course,

speaking as packers, if the law is passed we shall take advantage of it to some extent, but the only advantage the Thistle Co. would ever take of it would be that instead of weighing every single tin and seeing that it holds 16 ounces, full measure, we would simply fill it. We hope sincerely that this will not become law, because it leaves far too big a loophole for persons never putting in more than 14 ounces, and 14 ounces would mean a difference of 12½ per cent. in the actual quantity of goods.

In our judgment the whole idea is absolutely and totally wrong. You might

REPRESENTATIVES OF TRADING INTERESTS WAIT ON GOVERNMENT

As the CANADIAN GROCER goes to press representatives of the Manufacturers, Wholesalers and Retail Merchants of the Dominion are appearing before Sir George Foster and other members of the Government to once again present the case of the necessity of the appointment of an Inland Trade Commission composed of men who are conversant with business methods and business conditions, who shall have jurisdiction over all matters likely to affect the trading interests of the country.

just as well say that a yard of cloth should not be less than 34 inches long, or just as well say that a 20c piece would be counted as worth 22c, and goodness knows there is enough fraud in trade today without the Government in any way sanctioning it, or in any way allowing it to be done. . . . That is an unjust weight, whatever authority may be put on it, so long as goods are sold as supposed to contain the correct weight. If they are simply sold as a package, it overcomes the difficulty, but it does not do away with the moral obliquity from the writer's point of view. We do look to the Government to uphold righteousness in business and just dealings. . . ."

Hill & Parkinson, grocers, Toronto, Ont., have sold to Peter Cavins.

LABELS ON LOBSTER CANS

Senators Declare Labelling of Cans Would Injure Trade

In the Canadian Senate the amendment to the Meat and Canned Foods Act providing that the name and location of the packing firm should be marked on cans, was recently discussed. Senator Murphy stated that the lobster-packing industry of Canada, which was worth three and a half million dollars a year, was threatened with serious injury if the bill was passed. He contended that the placing of the packing firm's name on the labels of the cans would stop orders from large European firms in France, England and other countries, who placed orders for bright, unmarked tins, which were labelled in Europe and sold under brands which had been established at considerable expense. He stated that the compulsory labelling in Canada would increase the cost to the consumer by forty cents a case of ninety-six cans.

There was also said to be some difficulty over the weight question. It was established by experience that a pound can of lobsters should not contain a full pound of lobster meat; a small portion of lobster liquor or pickle had to be put in each can to preserve and give fine flavor to the contents. The order would disorganize the whole industry as tin was cut to order. There were said to be a million tins in stock that would be outlawed if the size of the present standard package were changed.

VEGETABLES AND EGGS SOLD BY WEIGHT

The Medical Health Officer of Toronto in a recent report drew attention to the necessity of a change being made in the method of selling vegetables and eggs. His report claimed that an injustice was being done to purchasers where root vegetables were sold by the measure and eggs by the dozen. This was said to be especially true where these goods were purchased in small quantities, and it was contended that such merchandise should be sold by weight. The weight of first class eggs averages 24 ounces to the dozen while many dozen are being sold on the market which would not run more than 18 to 20 ounces per dozen. Leading merchants of the city were declared to be in favor of legislation to remedy the situation.

WHY WASTE WORRY?

"Does your husband worry about the grocery bill?" asked a housewife reported in the Boston Transcript.

"No; he says there's no sense in both himself and the grocer worrying over the same bills."

The following sign appears in a restaurant in Kansas City, Mo.: "We pay the waiter a living wage. If you want to buy him an automobile, go to it."

CANADIAN GROCER

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ESTABLISHED 1886

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EDITORIAL BRIEFS

THE Beef and Bacon Order-in-Council has been published in the *Canadian Gazette*. That means that it is in active operation, and that any infringement of its terms will render the offender liable to punishment. We have none of us any objection to complying with this law. Our only complaint would be that we are permitted to buy veal and lamb while we are prevented from buying beef.

* * *

MR. LANCTOT has raised the question in Parliament of asking for the voluntary withdrawal of Sir Joseph Flavelle from the chairmanship of the Imperial Munition Board, pending the decision of the commission appointed to investigate the profits of the William Davies Company. It has not been the custom to condemn a man until he has been proven guilty. It has yet to be proved that the William Davies Company is at fault, or why a commission of investigation? Therefore, why penalize the head of the concern?

A COMPARISON

WE HAVE now an Order-in-Council forbidding the use of Wheat in the making of Alcohol. As the wheat used for this purpose is a practically negligible quantity compared with the enormous quantities of other grains so used, the people may be pardoned for a suspicion that this prohibition was merely a sop to public opinion, the intention being evidently that it should be taken at more than its face value. The red herring across the trail is a poor diplomatic device. If we cannot have effective legislation, let us be spared any legislation whatsoever.

We would not unduly exalt the United States. All their devices are as yet unproven in the actual crucible of war. But side by side with Mr. Hanna's prohibition against the use of wheat for the making of Alcohol let us put Mr. Hoover's prohibition, that on 11 o'clock of the night of September 8, all processes in the production of distilled spirits for beverages must stop. All efforts to construe the law to permit the use of wheat, corn, rye and other materials which have been hoarded after that time will be met with firm action. Even the grains actually owned by distillers may not be used for making spirits after the stipulated date. Mr. Hoover's restriction, restricts against all the grains, Mr. Hanna's against an almost unknown member of the liquor-making group. What is the answer? Are the liquor interests in Canada more powerful than those across the line?

ANOTHER TRADE AND COMMERCE JOKE

CANADA'S Minister of Trade and Commerce recently introduced a bill calling for the marking of packages "Containing human food or other commodities" with the name and address of the fillers, the weight, measure or quantity of their contents and dates of packing; but not including packages for export, articles weighed or measured at the time of sale in the presence of the customer, or fresh fruit and vegetables; that penalties should be provided for violation of these provisions, and that such provisions should come into force on 1st January, 1918."

The resolution is very indefinite. It would be hard to determine just what is meant by "human food and other commodities." If all packaged commodities are included why the need for specific mention of "human food." Yet the Minister stated that the legislation would apply to all goods. The discussion in the house was amusing in parts. For instance, one member asked what was covered by the words other commodities?

Sir George E. Foster replied in part as follows: "All goods offered for sale. The resolution, I think explains itself. I do not know that any further explanation can add to it." — "In the second place the quantity and weight should be marked upon the package so that the buyer can be *certain as to just exactly what it contains.*"

A member inquired: "The net weight of the contents or the gross weight?"

Sir George Foster: "The gross weight, I think."

The member: "It should be the net weight."

Sir George Foster: "I am not certain as to that. I will have to look at the bill, but that will come out in the discussion of the bill."

Some time later Sir George, the Minister of Trade and Commerce, discovered that net weights are called for.

But then what can you expect from Canada's Department of Trade and Commerce?

THE CLERKS' DEPARTMENT

A Specialty Salesman

One Man's Idea of the Road to Success—Using the Means at Hand—The Essentials of a Salesman.

HE was the Representative of the largest establishment of its kind in the world. He was a success and was looked upon as such by the firm he represented. In fact they looked upon him as an ideal salesman. He had gained the confidence and esteem not only of his firm but also of his customers and fellow salesmen. I had heard a great deal of this man's ability and marvelous power as a salesman and was eager to meet him and obtain if possible a few pointers which might help me as I was a young and rising salesman myself and aspired to the distinction of success.

Fortune favored me and I met him one day walking down the street in the same direction as myself. He was a gentlemanly looking man, slightly above medium height with a well knit figure denoting strength and agility and was neatly though unostentatiously dressed in well cut clothes of good quality cloth. He had a clear cut face and keen kindly eyes. The poise of his head and carriage conveyed to you the impression of rectitude personified. His hat was straight on his head and his linen spotless while his hands showed careful manicuring. His appearance convinced you that he was a man above the average. I felt a little diffident in approaching him without the customary introduction. However as this might be my only chance I overtook him and accosted him with "Good Morning, Sir." A little surprised he returned my salutation and by his demeanor I felt satisfied I might ask any reasonable questions and be sure of having them answered.

I told him I had heard of his ability as a salesman and being a young man just starting on the road was desirous of success and willing to learn. If he would give me a few pointers I would never forget his kindness. He scanned my face keenly as if to convince himself that I was in earnest and seeming to be satisfied that such was the case replied.

"I am only too pleased to let anyone who is really in earnest profit by my experience. To become a truly successful salesman a man must possess many sterling qualities.

"The salesman of to-day is not the same as he was some years ago. He represents the highest type of manhood, in him is embodied all that is to be desired in a man. His word is his bond and he is not only a credit to his firm but to the nation. As he flits from town

to city he wields a moulding influence for good on all with whom he comes in contact. By his integrity and straight dealing he creates a confidence which is strengthening and acts like a tonic. His customers trust him and he would die sooner than betray that trust. The firm that he represents can go to sleep and sleep soundly convinced that their representative is doing his duty whether they are asleep or awake."

Essential of Salesmanship

"I will," he said, "relate to you some of the essentials my firm looks for when they are choosing a man. They are twelve in number. I do not know how many more they are looking for but you will see by these that the man they are looking for is no mean man.—Integrity, Appearance, Address, Tact, Personality, Force, Enthusiasm, Persistence, Affability, Judgment, Endurance. The most important essential," he continued, "In my mind is that he be scrupulously clean. To be clean is highly conducive to good health (by this I mean clean inside and out) and good health is an indispensable essential to the good salesman. The clean man is an elixir to all with whom he comes in contact. There is a magnetism in his presence that is irresistible. Just as the plant or flower is attracted to and gets its life from the sun people are attracted by the atmosphere that surrounds the clean man. His conversation is pure, sweet and wholesome, his information facts on which nations may build. He is no scavenger gathering up filth. Time is too precious for that.

Knowing the Goods.

"He makes himself thoroughly conversant with everything in connection with the goods he sells and by being thoroughly posted becomes the master mind. To be successful he must be convinced that he is right in what he says. Right not in what he hears sees or imagines but in what he knows. This is the rock which stands when all else around it will crumble, and fall in the dust. It is very important that he be convinced before he starts out to convince others. If he has made himself master of his subject and conscientiously feels that what he says is true, he will invariably carry conviction to his hearers. He will be so full of his subject that there will be no room for anything else. He will love his work and be fired with enthusiasm for it. How we are all swayed by the power of enthusiasm.

A wise salesman will concentrate his mind on his own business and not allow it to be distracted. He will strictly avoid leading the mind of his customer along channels that lead away from the point at issue. If he does not he will be horrified some day to hear it said that he knows more about horse racing, baseball and card playing than he does about his own business. It is well for a salesman to so live and act that as soon as his customer sees him he asks himself, "I wonder what I need in his line?"

Aiding a Broader Outlook

"A true salesman has a mission to perform. It is to make a bigger and broader man of his customer and in this way he is making bigger and broader the people and the nation. He is a potter—a sculptor. It is well to be careful not to arouse a spirit of antagonism in his customer by casting a reflection on his judgment in buying other people's goods. By doing so he might create a dislike that would be the cause of his losing an order he might otherwise get. All salesmen have obstacles to overcome and difficulties to meet, but, if they look at them in a proper light they will see that they are only developing agents moulding and fashioning them more and more after the perfect man. Each obstacle overcome, fits and strengthens them to overcome the next. In this way they become strong and a sheltering rock for others for he can shelter them by his advice. A good salesman will respect himself and by doing so command the respect of others. He will cultivate all that is bright in himself so it will be easier for him to brighten the lives of others. A bright face and a happy smile is invariably a welcome guest. It wins its way and smooths many a rugged and seemingly hopeless path. The earnest smiling face and glad hand is ever a very valuable asset.

What To Avoid

"He will shun all frivolity, profanity and loose talk. He will be earnest, upright and straightforward. By being so he will receive a confidence that will surprise him. All business worth having is business built on confidence, and the crown of a salesman's life is to have his customer's confidence. The battle does not end when he has attained this honor it has but begun. The hardest battle of all is a life battle to retain it. He will not be above speaking to the most menial servant in the store they all have their influence. Courtesy to all enables you to win your way. Kindness is the key to the human heart.

"He will avoid speaking disparagingly of another firm's goods, and will wisely let the goods and their representatives speak for themselves. If he enters a

store and sees the shelves filled with his firm's goods he will be slow to arrive at the conclusion that the merchant has no order for him. There is a possibility that he may need some goods. He may even have an order in spite of all that is on the shelves.

"He will avoid calling on a customer when in a hurry to catch a train. We are all more or less easily influenced, and he may see you are in a hurry and let you go—without an order.

"He will be careful not to expectorate on the merchant's floor but will go outside to do so.

"He will not sample goods in the store unless he pays for them as the merchant has paid for them in the first place and they belong to him. He will not let the idea enter his head that he is the whole thing. It is foolishness that breeds contempt and many may dispute his right to retain such an erroneous idea. He will not make a confidant of other travelers nor will he betray confidence by carrying what one customer tells him to another. By betrayal of confidence in this way he may kindle a fire that may consume and destroy him. He will not enter a store as if he were there to kill time; but will by his actions impress on the merchant that his time is valuable and by so doing will train him to appreciate the value of time. He will be careful not to overload his customer with goods and will prove his friendship by the interest he takes in the care of goods sold.

"When he finds the goods he has sold stored out of sight, where they have no chance to speak for themselves, he will by suggestion try to get the merchant to bring them out of their hiding places and put them where they can be seen. He will not be too big to do this himself, if they will let him. When perishable goods have spoiled from lack of care, no matter how nasty or dirty the job may be, or how much he may feel the merchant is to blame, he will cheerfully take off his coat roll up his sleeves and clean the matter up, showing them how it should be done. In this way he will teach them a lesson at which they cannot very well be offended, however much ashamed they may feel.

The Traveller and the Clerk

"Sometimes it will fall to the lot of the traveller to teach the clerks wholesome lessons without saying a word for which the employer should not feel grateful and no doubt he does although he may not say so at the time. Every salesman should be an educator, in advance of his customer, and every customer's interest should be his interest for in looking after the interest of his customer he is looking after his firm's best interest and is consequently advancing his own. It is pleasant to hear my customers say, 'What do you think about it? Do you consider that I can sell it, if so send it along!' Would a man be wise who would betray such a confidence?

"It may appear sometimes that you have lost a customer by adhering to the truth, but never fear, the truth will ac-

complish the mission on which it was sent and your business increase to proportions far beyond your expectations. There will come a day when the man who denied you an order because you told him the truth and refused to tell a lie will come to you and deal with you sooner than anyone else. He has been deceived by others, he will deal with you because he can rely on you. You will not only get his trade but that of his friends. The safety of the business world to-day hangs on the man whom it can trust, who will never give up a principle for monetary consideration and never let his eagerness for an order lead him into a lie. The salesman has a lot to do with the molding of his customers' ideas and business habits. There is a peace of mind in dealing with the man you can trust that is unknown when you deal with one who is untrustworthy. Honorable success, being the desired goal, he will study the athlete in conserving and developing his forces. He will retire at a reasonable hour so that his physical system may have time for rest and recuperation. This cannot be done by setting in a beclouded room playing cards and inhaling vitiated air, until all hours in the morning after a hard workday. He will also avoid sitting in smoking cars all the way between stations and will not spend his time talking all the way between towns but will reserve his forces and concentrate his thought on the customers he is about to meet. He will not inflame his mind with sensational novels but will store it with literature that is soothing, healing, invigorating and full of good sound common sense, for he must remember that if he would be great he must feed on the great. A successful salesman is one who forgets himself in his interests to advance the interests of his house and customers. In this way he can become truly happy.

"When a salesman thinks only of himself he is too small for the road. In thinking of others he becomes a broad-minded and useful man. The successful salesman is essentially a man of character. It is the crown and glory of his life, the noblest possession of a man and is the result of proved honor, rectitude and consistency. It is bound to produce befitting results. If he carries the class of goods I do," said he, "which are a line of the highest class table delicacies, he must be extremely particular as to the cleanliness of his sample case. It should be filled with samples of the kinds of goods he has for sale, and besides these he should carry at least three spotlessly white table napkins and three or more celluloid spoons, as well as a box of silver spoons, a silver fork, knife, and a few white paper napkins, also a pad of white paper cut into small squares.

"After he has entered the store, arranged his samples to the best advantage on the grocer's counter and discoursed on their merits he will let the merchant, clerks and any customers who happen to be in at the time taste them. Then when he has taken his order he will first of all, wipe his spoons, etc., with

a piece of the white paper and finish with napkin. In this way people are impressed with his cleanliness and need not hesitate to taste his goods for fear of contracting disease. He will also be careful to keep the necks of his bottles clean and polished and will not carry the samples too long. There is an attraction in fresh looking goods. If he happens to run up against a customer, as I have sometimes, who has to take the plug of tobacco out of his mouth to taste the goods, he will not permit him to put the fork or spoon back into the bottle until it is cleaned. I have known salesmen, who considered themselves up-to-date, to lose valuable sales through using the weed, through it they have spoiled the flavor of their own samples as well as those of others. He should eschew all narcotics if he wishes to be an expert salesman. As an illustration I will relate to you an instance which came under my own notice a short time ago. It was what they call sampling day. There were quite an array of tea samples on the counter and the proprietor, with a number of travelers was testing them. One of the travelers before entering the store had been smoking. He was invited to try the samples and give his opinion. After he had tasted the tea an expert entered whose opinion was to be final. He lifted a cup and smelling it as he invariably did to get the aroma, put it down, saying, 'The sample is spoiled.' 'How is that?' enquired the others. 'Well,' he said, 'some of you fellows have been smoking and some of the tobacco has dropped into the cup. I must have fresh samples before I can give an opinion.'

"So you see that the tongue must be clean if you wish to distinguish the finer flavors and qualities and detect deficiencies.

"In the matter of judging credit many little things influence the experienced traveler in arriving at a decision which are overlooked by the inexperienced, how the stock looks, how the door-step is worn the part of the counter where the scales are, the appearance of the merchant, his disposition, his mode of recreation, the esprit de corps of his clerks, their address, conversation and attention to customers, and the general atmosphere which pervades and permeates the establishment. All these little things are noted and weighed by the expert salesman."

By this time we had reached his place of business, so we shook hands and parted.

After he had left I pondered on the personality of the man who reminded me of nature's nobleman.

No airs, no rudeness, no pretense,

No lack of plain good common sense. No boorish manners that annoy;

No vicious habits that destroy; True manliness and grace he wore upon his face.

A gentle honest air no pretense was there.

I remembered his parting words, "The truly successful salesman is the man of whom God has full possession, without His help the best of us are failures."

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Quebec

J. A. Mallette, grocer, Montreal, is selling out.

J. Legault, grocer, Montreal, Que., has sold out.

J. Laberge & Company, grocers, Quebec, Que., have dissolved.

Howe, McIntyre & Co., grocers, Montreal, loss by fire, insured.

A. Plouffe, general store, Cousineau, Que., has been succeeded by X. Brazeau.

Ontario

Sanderson Bros., grocers, Hamilton, Ont., are selling out.

Davison & Birney, cheese factory, Soperton, Ont., has been burnt out.

R. O. Miller, general store, Braemar, Ont., has sold out to Dickinson & Dennis.

Paterson Biscuit Company, of Brantford, Ont., recently closed its doors for a week in order that the employees might assist on the farms.

Charles Gauthier who for many years conducted one of the largest fishery businesses in America, died recently in Windsor at the age of 73 years.

Tilley Cheese and Butter Company, Ltd., has been incorporated with a capital of \$4,000 to manufacture and deal in cheese, butter and milk products with headquarters at Mallorytown, Ont.

John Sloan & Company, Ltd., has been incorporated at Toronto with a capital of \$500,000 to carry on business of wholesale grocers, provision and tea merchants.

Western Provinces.

S. C. King, grocer, Olds, Alta., sold out.

D. Laverock, a former grocer of Vancouver, B.C., died recently.

O. C. Pohle, grocer, Overland, Sask., has sold out.

I. Waterman, grocer, Calgary, Alta., has sold out.

Wm. Leisen, creamery, Bruno, Sask., has sold out.

J. J. Taylor, general store, Aberdeen, Sask., is dead.

Burroughs Bros., general store, Chaplin, Sask., fire loss.

R. S. Hadley has opened a general store at Imrie, Alta.

E. W. Jackson, grocer, Moose Jaw, Sask., has sold out.

John Bone, general store, Greenan, Sask., has sold out.

B. Taylor, grocer, Vonda, Sask., has discontinued business.

Koep Bros., general store, Englefeldt, Sask., has sold out.

F. D. Lee, grocer, Assiniboia, Sask., sold to McBride's Ltd.

E. Winfield, grocer, Winnipeg, Man. succeeded by G. Lemay.

Broad Valley Trading Co., Broad Valley, Man., has sold out.

Farmers' Store, general store, Main Centre, Sask., dissolved.

Mary O'Beirne, grocer, St. Charles, Man., has been burnt out.

J. Kronson, general merchant, Arnes, Man., has been burnt out.

M. L. Bowan, general store, Maleb, Alta., sold to J. V. Gibbons.

A. W. Dell, grocer, Calgary, Alta., has commenced business.

A. King is commencing in the grocery business at Victoria, B.C.

H. E. Newell, grocer, Vancouver, B.C., has discontinued business.

Chas. Bond has commenced the grocery business at Teulon, Man.

T. H. Allison has commenced the grocery business at Denhart, Alta.

F. Tinney, general store, Wartime, Sask., succeeded by A. Woolley.

R. C. Brumpton, of Brumpton & Gaetz, Ltd., Red Deer, Alta., is dead.

H. E. Foster, grocer, Calgary, Alta., has sold his business to J. L. Speer.

Webster, Walker & Shearer Co., Chaplin, Sask., general store, fire loss.

Mah Joe & Nam, grocers, Tabe, Alta., have succeeded Nah Chan & Nam.

C. G. Smith, grocer, Lemsford, Sask., has been succeeded by F. B. Worth.

J. A. McKerchar, grocer, Winnipeg, Man., loss through smoke and water.

S. Tuberman, general merchant, St. Martin, Man., is commencing business.

R. H. Guest, grocer, Weyburn, Sask., has been succeeded by McBride's, Ltd.

Burton & Salter, general store, The Pas, Man., have registered partnership.

Mildred Asten, grocer, Grand Vital, Man., has been succeeded by T. Millard.

R. A. Webster has recommenced the general store business at Cochrane, Alta.

W. H. Halling, grocer and confectioner, Canora, Sask., is discontinuing business.

Joseph Helie, grocer, St. Boniface, Man., has been succeeded by People's Market.

Bourassa & Co., Ltd., general merchants, La Fleche, Sask., are discontinuing business.

Pioneer Fruit Co., Ltd., Brandon, Man., has made application to increase capital stock to \$60,000.

N. Bawlf Grain Co., Ltd., Winnipeg, Man., has increased capital from \$500,000 to \$1,000,000.

Macdonald Cooper Ltd., Edmonton, Alta., wholesale grocers, are opening a branch at Calgary.

Sigmar Bros & Company, general store, Glenboro, Man., have opened a branch at Wynward, Sask.

A. Bachmeier Company, general store, Prelate, Sask., has been succeeded by Bachmeier & Schneibel Co.

J. D. Brack & Co., manufacturers' agents, are moving from 137 Bannatyne Avenue, to 149 Notre Dame East, Winnipeg.

Fire did \$200,000 damage to building and stock of Macdonald-Chapman, Ltd., wholesale grocers, 317 Pacific Avenue, Winnipeg, Man., on August 6. The loss was totally covered by insurance.

Caverly-Plumer Company, Lynn, Mass., manufacturers of "Circle R Brand" compound cream of tartar have appointed Watson & Truesdale, wholesale grocery brokers and commission merchants, Winnipeg, Western Canadian representatives.



PUTTING FISH ON THE MENU

(Continued from page 26.)

without affecting prices. Such fish as Halibut, Salmon and white fish are only obtainable in limited quantities, and consequently there will be a demand sufficient to keep the price steady. It would not be possible to make a low figure on these varieties, because the goods could not be provided to meet the demand that would be experienced. Indeed the supply is hardly equal to the demands made upon it by the increased interest being taken in fish as a food.

Widening the Scope of the Scheme

It is planned now to broaden the scope of the cheap fish to the whole of Ontario. Large handlers will be able to receive fish direct, while smaller dealers can order through Toronto dealers at the price set by Mr. Hanna. The only difficulty in the scheme is that the selling price for the retailer still stands at 10 cents. This is hardly a sufficient margin, as he has freight charges to add to his costs. It would seem therefore that in justice to the outside merchant, to put him on a par with the Toronto merchants he should be permitted to sell at a trifling higher price. Say 11 cents instead of ten.

No one seems willing to prophecy whether this move will be wide spread and lasting or not. But despite the ribald laughter of the daily press, the men who know state the scheme to the present has been a success, has provided cheaper food, and must in the nature of things, have materially lessened the consumption of meat. All these things Mr. Hanna had in mind when he conceived the idea.

A LETTER FROM THE TRENCHES

A Well-Known Grocery Traveller
Speaks in Most Interesting Fashion
of his Experiences and Impressions.

In the accompanying letter T. D. Cowan, formerly a salesman with the W. G. Patrick Co., calling on the trade as a special man for H. P. Sauce, and now with the Artillery in France writes of some of his experiences. We reprint a part of his letter herewith, not only because of his association with the grocery trade, but because of the interest of the letter itself.—Editor's note.

"We are now living in a small French town, and billeted in the houses with the people. It is quite a change for us, as so far we have had to make out the best we could in a field, and at first the mud was to the knees to add to the the discomfort. We hadn't been troubled much with mud for some time, but for three months we were where you never saw a soul except in uniform, and your view was old trenches, old gun pits, and shell holes. It wasn't pleasing to the eye or very encouraging to the spirit. Here although we are quite as close to the firing line we live in a real town, that for some reason Fritz has hardly touched by shell fire, and although we hear his "hate" going over in their work of mad destruction behind us, seldom does he drop one near. On our way here we were fortunate in coming through a part of rural France the Hun has not touched. Often have I heard the French were great farmers, but as we came over the hills and looked down into the valleys, never have I seen farms look more prosperous and certainly none so beautiful. They have no fences and the different crops of grain and roots all growing together make a picture that can better be imagined than described. It is also very interesting to note the way the people of the towns utilize their gardens. In Canada they talk of planting the patch of ground at the back, but here they grow something on every foot, and what they grow has the appearance of being looked after by somebody that knew what they were doing. I quite understand now how they are able to grow peas and such like, and export them to Canada.

I suppose enough time has elapsed since the big show at Vimy to allow us to talk about it. We arrived in front of it about two weeks before the scrap at three in the morning after being in the train two days. That night our guns went into action and the next night, and nearly every night for the two weeks I was up within a few hundred yards of the German trenches taking up ammunition. Never will I forget the first night. Our guns had a habit of laying almost absolutely quiet for awhile, then at some given time open out everything. I had just got past the heaviest in the middle of the small guns, when bang, and inside a minute I was sure the end of the world had come, and the bottom had dropped out of all things. I was alone on the wagon

and to make matters worse, with my lack of knowledge, and our guns being hid, I did not know whether it was our guns, or breaking shells, but they sure initiated me in great style. It is impossible to describe how it sounded, but between ducking when a gun would seem to fire at my ear, and figuring what I would look like when a shell dropped at my feet, as I was sure one would I had anything but a pleasant time, or as the fellow said "I wasn't

enjoying myself none," but after that one night I rather enjoyed myself watching the guns fire, and outside the rain, snow and mud it wasn't so bad. I saw the bombardment start on the day of the scrap and watched what was a glorious sight for almost an hour, and was thankful that I was on this side.

With kindest regards, best wishes and many thanks to you and all, I am

Sincerely yours,

T. D. Cowan.

A "Buy-at-Home" Pledge

An Effort to Bring the Dangers of Out-of-town Buying Home to
the Consumer—One Way of Cultivating Loyalty to the
Home Town

THE cultivation of a spirit of loyalty to the home town is probably the best way of meeting the serious conditions arising out of Mail Order House Competition. Most people buy abroad, because they do not see how such action will tell against the town in which they live. They are not lacking in a feeling of interest to their town. But that side of the case has not been presented to them and they do not realize the situation. The G. McLean Company, wholesale grocers of Winnipeg have started a campaign to bring this matter to the attention of all their customers, and to inaugurate a pledging of all the people whom these dealers can influence, to be loyal to their own home town.

Their letter relating to the matter is as follows:

Dear Sir,—

The development of this country has

reached a stage where the method of distributing goods comes in for a good deal of criticism.

"Cut out the middleman" is a popular cry amongst those ignorant of business methods. Under such conditions it becomes imperative for the retailer and wholesaler to co-operate in an endeavor to show the consumer that his interests can best be served by him or by her buying at home.

The enclosed circular distributed amongst your customers would undoubtedly have some educative effect.

Let us know how many you would like and we will send you them by an early mail.

Hoping you will find this method of advertising beneficial and awaiting a further share of your orders.

Yours truly,

The G. McLean Company.

The Buy-at-Home Pledge

I believe in my Town, I believe in the goods sold in my Town, and I buy them:—

Because I can get more and better values—

Because I want to see the goods—

Because I want to get what I buy, when I buy it—

Because if I sell my goods here I ought to buy here—

Because the man I buy from pays his share of town and county and provincial taxes—

Because the man I buy from stands back of his goods, and is here in my Town—

Because every dollar I spend at home, gives me another chance at that dollar—

Because my home dealer carries me when I run short and out of town dealers will not—

Because the town which is good enough for me to live in is good enough for me to buy in—

Because the man I buy from in my Town helps support my school, my church, my lodge, and my home—

Because every dollar I spend at home, stays at home and makes more money in my community—

Because when ill-luck comes, or, misfortune, or bereavement overtakes me, the man I buy from in my Town, is here, with his kindly greetings, his words of cheer and sympathy and his pocket book if necessary.

Here is my pledge; Here I live and here I buy. I believe in my Town, I buy at home—

Issued by:

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

AN order issued by the Inland Revenue Department at Ottawa recently requires that samples of all shipments of Rangoon beans brought into Canada shall be sent to Ottawa for the purpose of analysis as to the quantity of prussic acid contained therein. All shipments are to be allowed in that do not contain twenty parts of prussic acid to 100,000 parts. There has been a lot of speculation as to what the significance of the recent order was, but the Department asserts that up to August 9 no shipments had been rejected.

Sugar was again in an advancing market, although easier conditions were manifested in the primary market for raw sugar during the week. Now that the preserving season is on, the demand for sugar has been heavy. Advances have been recorded in macaroni, canned meats, mustard, cigars, canned lobsters. There was a generally higher tendency in provisions of all kinds. Meats advanced from ½c to 2c per pound in certain cases. Eggs were higher and butter was also in firm market. There is a strong situation on rice owing to higher prices in the Southern markets for new crop and on Eastern rice because of a further advance in freight rates.

Ontario flour was lower in price, due to the arrival of new crop wheat. An embargo has been placed on the shipment of flour from Canada into the United States and applies to flour milled from old-crop grain. There is an uncertainty in the minds of millers over the prospect for the immediate future as to what the Food Controller is likely to do. They are in consequence not booking orders ahead for a period longer than thirty days. Business in grocery lines showed considerable improvement during the week.

QUEBEC MARKETS

MONTREAL, August 21. — The strongest feature of the markets at present is sugar, with canned goods running an interesting second place, and bidding fair to take first place before long. In most other respects the markets are quite still as if the holiday season were still lingering a little. Interest still centres about Rangoon beans which have been declared wholesome food by a government memorandum. Nuts are firm, and the provision market is showing new strength, especially for the pork products. Butter is also in a very firm market, and eggs are scarce and high-priced. Corn is a shade easier, but wholesale prices have not yet reflected this tendency in the corn products. Two specialty lines have advanced — Fellowes Syrup, now \$13.50 a dozen, and Castoria now \$3 and \$3.25 (less 5 per cent.).

Sugar Is In Very Firm Market Now

Montreal.

SUGAR. — The predicted nine dollar sugar has been reached, and now the talk

is of ten dollar sugar. Yet the refiners note tendencies in the market which might point to top notch now, and find that although a tremendous market strength has developed, there may be a halt to advances. This is not the view of wholesalers entirely, and the trend of opinion in the main is that sugar is in for strength. There is, however, a period of doubt in the minds of the refiners as to possible action by the U.S. Government. Several refineries while listing their prices are not in the market for immediate delivery, and some are only filling back orders which have thronged heavily upon them. St. Lawrence and Acadia are not actually in the market at time of writing, though quoting.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 25
Acadia Sugar Refinery, extra granulated.	9 25
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 05
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10

Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Show Rapid Advances

Montreal.

CANNED GOODS. — Last week's reports showed the announcement of opening prices for canned peas. This week the opening prices are already advanced upon. Standards are quoted at \$1.75 doz. Early June, \$1.80 per doz. Sweet Wrinkles, \$2.05 doz., and Extra Sifted (highest grade), \$2.40 per dozen. Hygienic Peas (Niagara), 20-oz., are quoted at \$1.75 doz. for "Moyen" grade, and for "Tres Fin," \$2.25 doz. Forty per cent. of the Moyen and 20 per cent. of the fine are the pack. Two pound yellow peaches have advanced to \$2 doz. in one quarter. Chum salmon are up to \$1.60, and pinks to \$1.90 per doz. There is no news yet as to the B.C. Packers' opening prices, but the sockeye run and pack are reported extremely small as compared to the last big year. A short pack is expected on corn, small fruits, but it is hoped that the tomato pack may be in fair proportions if the crop can be saved by good weather now. Shrimps will be ten to twenty cents a dozen higher this year, and okra and tomatoes 25 cents, according to one expert.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 60	
Pinks, 1-lb. talls	1 90	
Cohoos, 1-lb. talls	2 65	
Red Springs, 1-lb. talls	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack	2 25	
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 75	
Peas, Early June	1 80	
Beans, golden wax	1 60	
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s	2 80	
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans, doz.)	8 50	
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	
Red cherries, 2s	2 25	
Strawberries, 2s (old pack)	2 75	3 00
Blueberries, 2s, doz.	1 35	
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	

Pumpkins (gallon), doz.....	6 00
Apples (gallon)	3 75
Peaches, 2s (heavy syrup)....	2 00
Pears, 3s (heavy syrup).....	2 45
Pineapples, 1½s	2 25
Strawberries (new crop), heavy syrup, 2s	2 90
Strawberries (new crop), group "B"	2 87½

Evaporated Apples Advanced Half Cent

Montreal.

DRIED FRUITS.—An advance in evaporated apples of half a cent was registered by some wholesalers this week. Evaporated apples are scarce and steadily firm. Demand for the principal lines of dried fruits is not outstandingly active. Expectations for new crop prunes are good. There has been an advance in dates as noted by importers, a considerable advance as much as six cents per pound, but this is not as yet reaching the retailer in his purchasing. Dates which were formerly 9 cents a pound to the importer are now 15 cents. The week does not bring any special news regarding dried fruits from Europe or California, the market being quiet at present, but there are prospects of an 11,000 to 12,000 ton crop of Valencia raisins in Spain, though eight to ten days late in harvesting, and much dependent on present weather.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. bxs.	0 13½ 0 14
Apples, choice winter, 50-lb. bxs.	0 13 0 13½
Apricots—	
Choice, 25's, faced, new crop..	0 28
Nectarines, choice	0 11½
Peaches, choice	0 13
Pears, choice	0 15

DRIED FRUITS.	
Candied Peels (to arrive)—	
Citron	0 33 0 34
Lemon	0 25 0 26
Orange	0 28 0 29
Currants—	
Filiatras, fine, loose, new....	0 21 0 22
Filiatras, packages, new, lb....	0 21 0 22
(In the present condition of market prices are considered merely nominal.)	

Dates—	
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12½
Fards, choicest	0 12½
Hallowee (loose)	0 13
Excelsior	0 12
Anchor	0 09

Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 8 oz., doz.....	0 95
Cal. bricks, 10 oz., doz.....	1 20
Cal. bricks, 16 oz., doz.....	1 40
Cal. layers, 10 lb., 5 rows, box.	1 60
Cal. fancy, table, 10 lbs.....	1 60

Figs—	
Spanish (new), mats, per mat.	2 40
Comadore (Portugal), per mat 33 lbs.	2 40

Prunes (Oregon)—	
30s	0 13
40-50s	0 12½

Raisins—	
Malaga, table box of 22 lbs., 3- crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown	3 75
Muscatsels, loose, 2 crown.....	0 10½
Muscatsels, loose, 3-crown, lb....	0 10½
Muscatsels, 4-crown, lb.....	0 11½
Cal. seedless, 16 oz.....	0 12½

Fancy seeded, 16 oz. pkgs.....	0 12½
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Nut Markets Are Slowly Firming

Montreal.

NUTS.—Filberts and Tarragona almonds have come into still firmer market from the point of view of the importer, and there is little doubt but that many lines of nuts will be in firmer market to the retailer also before the Fall is very far advanced. A better demand for nuts is reported in some quarters. This refers to the shelled nuts chiefly, and shelled nuts are sure to come into higher market. It seems that former chances of getting cheap nuts at primary markets are removed by the greater prosperity of Spanish farmers who can afford now to hold their crops until they choose to sell. Rains in Spain and France have harmed the crops, it is reported. Peanuts are firm and a shade higher to the importer. No changes have as yet been made by wholesalers.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	0 70	
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G".....	0 13½	0 14½
Peanuts (coon), per lb.....	0 12½	0 13½
Peanuts (Jumbo), per lb.....	0 16½	0 17
Pecans (new Jumbo), per lb....	0 21	
Pecans, New Orleans, No. 2....	0 21	0 21
Pecans, "paper shell," extra large Jumbo	0 40	
Pecans (shelled)	0 80	
Walnuts (Grenoble)	0 18½	
Walnuts (shelled)	0 52	0 54
Walnuts (Marbots), in bags....	0 13	0 16
Walnuts (California), No. 1....	0 24	
Cocanuts, 100 size, per sack....	7 50	

Molasses And The Syrups Are Firm

Montreal.

MOLASSES AND SYRUPS.—The market for molasses is unchanged as regards price, but a serious likelihood exists that the winter will find this food stuff higher priced. Efforts will be made to maintain the price at a steady level below the level of the luxuries according to wholesalers, but the shortage of supply can hardly fail to force prices up unless demand falls low, which is unlikely. Corn has had a drop in market, and as a consequence corn syrups may remain steady at present quotations for a time. Prices for these can hardly drop until product made from high-priced corn is disposed of. Cane syrups remain as previously quoted, but in firm market.

Barbadoes Molasses—	Prices for Fancy. Choice. Island of Montreal
Punchoons	0 81
Barrels	0 84
Half barrels	0 86
For outside territories prices range about 3c lower.	
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	

Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case....	5 50
Barrels, per 100 lbs.....	6 50
Half barrels, per 100 lbs.....	7 00

Rangoon Beans Pronounced Good

Montreal.

BEANS.—Interest is turned a little towards the prospects of the Canadian bean crop at present, but no definite word as to the prices likely to rule for the domestic product has yet been heard. There are views that beans should not be as expensive this year as last year's experience found them. There was a large planting of them in Quebec this year. Importers of Rangoon beans are glad to find that the Canadian Government is disposed to remove the effects of the erroneous impression lately causer regarding them. An official memorandum has been issued stating that these beans form a very nutritious and desirable food when they have passed the Government tests and entered the country. This should clear the minds of retailers on the subject of any Rangoon beans in stock.

Beans—

Canadian, hand-picked	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Michigan, 3-lb. pickers	11 00	
Michigan, hand-picked	11 50	
Yellow Eyes, per lb.....	0 15	0 15½
Rangoon beans, per bush.....	8 00	
Lima, per lb.	0 21	
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb....	0 15½	0 16
South American	5 70	
Peas, white soup, per bush.....	5 00	
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs....	6 25	7 25
Barley, pearl, per bag 98 lbs....	7 50	8 00

Tapioca And Rice Show Firmness

Montreal.

RICE.—While the rice market is steady and with good demand developing, there is no actual change in prices to record this week. It is, however, anticipated by some wholesalers that rice is going towards an advance again. The market is firm without doubt. Tapioca is also in very firm market, and may be found higher in price as the year advances. The prepared tapioca products are firmer. Demand for this commodity is reported normal.

"Texas" Carolina, per 100 lbs....	9 50	9 90
Patna (fancy)	10 15	
Real Carolina, per 100 lbs.....	10 50	11 50
Patna (good)	9 40	
Siam, No. 2	7 25	9 15
Siam (fancy)	8 40	
Rangoon "B"	7 45	
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Coffee Market Is Still Steady

Montreal.

COFFEE.—The market for coffee is still undisturbed by any factor of note in the local market, and from the primary markets the indications are for a maintenance of the conditions which have prevailed for a considerable time now. Coffee, as one wholesaler in Montreal remarked the other day, is still one of the really cheap articles of commerce in the grocery line, while so many other com-

modities are advancing in price. Cocoa is in unaltered market, but the advances in sugar are bound to have an effect on the sweet bulk cocoas before long if these advances continue.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Situation Is Steadily Firm

Montreal.

TEA.—There is no change of special importance in the situation as regards tea. Only the prospects of shortage and higher prices are still very marked in some views, though other merchants are hopeful that arrivals will be sufficient to take care of all consuming needs of Canada. Prices are, however, steadily firm, and will be firmer yet in the fall it is thought. Japan teas are in good demand, and good quality. Prices of these are, of course, also enhanced owing to conditions affecting transportation as well as to crop shortage. China teas are principally advanced in value through exchange situation, but crop in China was also disturbed by revolutionary troubles and is still hampered by lack of shipping, as is the case of India and Ceylon teas.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Canadian Carraway Seed Is Expected

Montreal.

SPICES.—The market for spices maintains the outlook of the past weeks with increasing indications of shortages due to the slow arrival of new supplies from primary markets abroad. There is a steady consuming demand for the preserving spices now, and the market for all these is firm. Pickling spice is in firm market with seasonable demand. Gingers keep scarce, and cloves are uncertain with every prospect of costing more. There are good prospects now of Canadian carraway seed being available. This is a product formerly largely grown in Canada, but which owing to competition of the imported article became less remunerative to the growers. This season, however, will see more advantageous prices asked for it by the farmers, according to observations of men who have been watching the situation.

5 and 10-lb. boxes		
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar, 60c		
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Carraway, Dutch, nominal		0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

New Canadian Barreled Apples Expected

Montreal.

FRUIT AND VEGETABLES.—It is expected that the new Canadian apples in barrels will make their first appearance on the market early next week. There are no reports yet as to probable prices of these, but the crop is considered fairly good locally. Bananas show some reduction this week, and imported apples also, together with several of the seasonable vegetables. Lemons keep very scarce and high. Potatoes are easier. Lettuce is, however, a very much rarer vegetable than in previous weeks, and is correspondingly up in price. There are no more old turnips, and new in bags are available at a dollar a bag. Cucumbers are easier. Black currants have appeared for preserving at \$1.25 per basket of 11 quarts. Pears are a little easier this week.

Bananas (fancy large), bunch... 2 75	3 50
Oranges, Valencia (lates) 4 50	5 00
Grape fruit 2 75	3 50
Lemons 8 50	
Limes, box of 80 1 50	4 50
Pineapples, Cuban, crate 4 50	
Pineapples (Cuban), 24's, each... 0 75	
Watermelons (U.S.), each 0 50	0 60
Cantaloupes, crates, 45's 6 00	

Apples (in boxes)—		
Winesap	4 00	
Ben Davis	4 00	
Apples, new, U.S., bkt.	3 00	
Apples, new Montreal, bkt.	3 00	
Apples, new, Canadian, 11-qt. bkt.	0 50	
Cauliflower, per doz. bunches... 1 50	2 00	
New corn, crate, doz. 0 10	0 15	
Celery, Canadian, per doz. 0 50	0 75	
Onions, Australian, sack 100 lbs.	6 00	
Onions, Canadian, new, doz. bun.	0 50	
Onions, Spanish, ½ crate 2 25		
Potatoes (new), bbl. 5 00	5 50	
Potatoes, new, bag 1 75	2 00	
Potatoes (sweet), per hamper... 4 00		
Carrots (new), per bunch 0 25		
Beets (new), doz. bunches 0 50		
Parsnips 2 00		
Peas, Canadian, bag 1 00		
Turnips (new), bag 1 00		
Lettuce, curly, per doz. 0 25		
Lettuce, head, doz. 0 75		
Tomatoes (Montreal), box 1 50	2 25	
Horse radish, per lb. 0 25		
Cabbage (Montreal), doz. 0 50		
Beans, wax, bag (Montreal)... 0 75	1 00	
Beans, green, bag (Montreal)... 0 75	1 00	
Peas (new, Montreal), bag 1 00		
Leeks, per doz. bunches 2 00		
Parsley, doz. 0 25		
Mint, doz. 0 50		
Watercress, doz. 0 50		
Spinach (Canadian), box 0 50		
Rhubarb, per doz. 0 25	0 25	
Eggplant, per crate 6 50		
Garlic (Canadian), lb. 0 15		
Endive (Canadian), lb. 0 25		
Strawberries, per crate 54 quarts	4 00	
Cucumbers (Montreal), doz. 0 40	0 50	
California plums, box 2 75	3 25	
Do., peaches, box 3 00		
Cherries (California) box 3 50		
Cherries, Canadian, 11 qts. 1 50		
Cherries, Canadian, bkt. 0 75		
Cherries, preserving, bkt. 1 25		
Montreal melons, bkt. 12's 14 00		
Pears, box 4 00		
Peppers 3 50		
Black currants, 11-qt. 1 25		

Fish Coming in In Better Supply

Montreal.

FISH.—Demand for fish generally is keeping up well, and trade is prepared to meet increased demand. Receipts of all kinds of fish are equal to expectation. Some arrivals of codfish, dry and in the salt, have been received, and prospects are that large supplies will be available this season. Taken all round, the fishing has been good up to now, and had it not been for fairly good demand the trade might have been over supplied at some periods. Prices as a rule are still well maintained, and will likely remain so for some time. Eastern fish are coming in in good supply, and selling about the same level as last quotations. Salt fish is now more plentiful, and there is more fish from the West Coast. Lake fish is more plentiful, and supplies are expected from the Manitoba Lakes. Trade in bulk and shell oysters is a little better.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box		1 50
Smoked eels		0 12
Smoked herrings (med.), per box		0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	18 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	9 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	17	18
Haddock, lb.	07	08
Mackerel		10
Cod steak, fancy, lb.		8
Salmon, Western		16
Salmon, Gaspe		22

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 14	0 15
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20

Oysters—		
Ordinary, gal.		2 00
Malpeque oysters (choice, bbl.		12 00
Malpeque oysters (choice), bbl.		12 00
bbl.		10 00
Cape Cod shell oysters, bbl.		12 00
Clams (med.), per bbl.		3 00

FRESH FISH

Haddock	0 07	0 08
Steak Cod		0 09
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore		0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon	0 20	0 22
Gaspe Salmon		0 25
Gaspereaux, each		0 05
Western Halibut	0 18	0 20
Eastern Halibut		0 18
Flounders	0 07	0 08
Perch		0 09
Bullheads		0 12
Whitefish	0 14	0 15
Eels		0 10
Brook trout		0 30
Mackerel (large), each		0 20
Mackerel (medium), each		0 18

ONTARIO MARKETS

TORONTO Aug. 22.—There has been a continued upward tendency in many lines of grocery staples during the week, with the exception of one brand of shortening, in which there has been a decline. Lines that have registered an upward tendency include macaroni, cigars, canned meats, mustard, blanc mange, lobsters. Sugar has been advanced again by all refiners. Butter and eggs are in firm market, and prices are higher. Meats and lard are in generally firm position, with higher prices recorded. Live hogs went to new high levels during the week, and are inclining still higher. Business is reported as showing considerable improvement.

Turn In Sugar Market Seems Possible

Toronto.

SUGAR.—Atlantic and Acadia refiners have advanced to \$9.39 per hundred, and Canada Sugar and St. Lawrence to \$9.14 for extra granulated. In the primary market there was an easier tendency in raw sugar during the past week, and declines in the raw product were recorded from the recent high level. Canadian refiners were in the New York market during the week and bought full-duty sugars at 7.27c per pound. In the New York market during the week raw sugar was quoted down to 7.40c for prompt delivery sugars, but buyers refused to go on, and further declines were looked for in that market. In the United States market for refined sugar there has been an easier tendency also, and as a consequence refiners are more desirous of selling. In that market refiners who were quoting quietly at 9c were willing during the week to quote at 8.75c, which indicates the trend of the market on that side of the line. There is every indication that the price of sugar in the United States will be kept within bounds as result of the power conferred upon the Food Controller. Nothing official has as yet been announced regarding sugar, but the disposition to return to normal and with a dropping of the excessive demand for refined is believed to have a beneficial effect, and may preclude the necessity of the Government stepping in. Production on the Island of Cuba continues to creep up, now being placed at 2,883,810 tons, as compared with 2,941,984 tons last year. Complaint is received from the Island that rain is needed for the growing crop of cane, harvest of which will start in December or January. During the month of July there were 51,000 tons of Java sugars shipped to England and Western points, which relieves the drain on Cuban raws by so much. Total stocks in hands in the United States is estimated at 147,647 tons of raws, as compared with 266,672 tons last year. There are estimated to be still 14 centrals grinding on the Island, as compared with 5 last year and 5 in 1915.

Atlantic extra granulated 9 39
St. Lawrence, extra granulated 9 14

Acadia Sugar Refinery, extra granulated. 9 39
Can. Sugar Refinery, extra granulated... 9 14
Dom. Sugar Refinery, extra granulated.. 9 14
Yellow, No. 1 8 74
Special icing, barrel 9 34
Powdered, barrels 9 24
Paris lumps, barrels 9 84
Assorted tea cubes, boxes 9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Canned Meats And Macaroni Go Higher

Toronto

CANNED MEATS, MACARONI, CRISCO, CIGARS.—Higher prices were recorded on certain lines of Clark's canned meats during the week. Assorted meat loaf halves are now quoted at \$1.80 per dozen, an increase of 5c, while one-pound tins are quoted at \$3.55 per dozen. Potted meats quarters are quoted at 70c dozen, and halves at \$1.35 dozen, an increase of 5c in each instance. Deviled meats halves are quoted at \$1.35 and quarters at 70c dozen, which is also an increase of 5c per dozen in each instance. Mephisto lobster halves have been advanced to \$2.90, and quarters to \$1.85 per dozen, while the Lettuce brand lobsters halves have been advanced to \$2.85, and quarters to \$1.75 per dozen. L'Etoile macaroni 30's have been advanced 60c per case to \$3, while 5-lb. boxes are now quoted at 50c per box and 10-lb. boxes at 90c. Catelli's milk macaroni has been advanced to \$3 per case, and in bulk to \$2 per 20-lb. box. Broken in bulk has been advanced to \$1.80. In 10-lb. boxes the price is 90c, and in 5-lb. boxes 50c per box. Bachelor cigars have been advanced and are now quoted from \$60 to \$63 per thousand. Lord Tennyson cigars are quoted at \$48 per thousand, which is an advance of \$3. Bird's blanc mange has been advanced to \$1.75, an increase of 30c. Keen's mustard, D.S.F. 2-oz., is now quoted at 72c per pound, quarters at 66c per pound, halves at 62c per pound, and 1-lb. containers at 60c per pound. F.D. 4-lb. jars are quoted at \$1.60 per jar, and quarter-pound tins at 36c per pound. Advance in mustard amounts to 2c per pound. Crisco is one of the few lines to register a lower price during the week, the decline amounting to \$1.35 per case, making the selling price now \$8.55.

Position Of Corn Syrups Unchanged

Toronto.

SYRUPS.—There was no disposition to change prices on corn syrups during the week, but in view of the corn market, wherein future corn is quoted much lower than recently, the disposition is to look upon the market in corn syrup as being in much easier tone. Cane syrups

and molasses held in steady market during the week.

Corn Syrups—

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	

Cane Syrups—

Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	6 00
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50

Molasses—

Fancy Barbadoes, gal.	0 80	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs.		0 60
Tins, 2-lb., table grade, case 2 doz.		4 25
Tins, 3-lb., table grade, case 2 doz.		5 65
Tins, 2-lb., baking grade, case 2 doz.		3 00

Raspberry And Black Currant Jam Go Higher

Toronto.

CANNED GOODS.—Prices on new pack salmon have not yet been announced, but it was expected they will be given out about Friday or Saturday of the present week. Indications point generally to high prices. The opinion was expressed in certain quarters that packers would probably name a price around \$11 per case for sockeye 1-lb. talls, which would probably mean a price to the retail trade around \$3.10 to \$3.25 per dozen. Aylmer 16-oz. raspberry and black currant jams were advanced 20c per dozen during the week to \$2.80. Smith's 16-oz. raspberry jam is now quoted at \$2.80, while strawberry jam of same brand is quoted at \$2.90 per doz. Canned peas are quite generally quoted at the prices named last week of \$1.67½ for Group B and \$1.70 for Group A standards f.o.b. factory. Toronto prices will be 5c per dozen higher than these figures, making the prices \$1.75 for Group A and \$1.72½ for Group B. Some wholesalers are still selling old stocks at previous quotations of \$1.45 and \$1.47½ for standards.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—

Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoes, ½-lb. tins	1 45	1 60
Cohoes, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 10

Canned Vegetables—

Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Apples, gallons, doz.	4 00	4 25
Pineapples, 2s	2 45	2 95
Jam, raspberry, 16 oz., doz.		2 80
Do., black currant, 16 oz.		2 80
Do., strawberry, 16 oz.		2 90

Estimates On Prune Crop Are Falling Lower

Toronto.

DRIED FRUITS.—Estimates on the California prune crop have been reduced

recently. At one time it was thought the crop would be in the neighborhood of 230,000,000 pounds, whereas it has lately been revised to 175,000,000 pounds. It is not known what degree of dependency can be placed on this reduction, as such may have been made by interested parties to serve their own purposes. It is a point of interest, however, that prunes have advanced $\frac{1}{2}$ c per pound at the Coast over the opening prices. Prices on new crop raisins from California are expected to be issued on Saturday of this week. There will be no further supplies of Dromedary dates obtainable from the importers this year, as the quality of dates from which they are made has been exhausted. New crop Hallowee dates will be in the market again in December.

Apples, evaporated, per lb.....	0 13½	0 14½
Apricots, choice, 25's, faced.....		
Candied Peels—		
Lemon	0 25	0 27
Orange		0 27
Citron		0 30
Currents—		
Filiatras, per lb.		0 22
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case		3 60
Dromedary dates, 3 doz. in case		4 50
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced....		0 16
40-50s, per lb., 25's, faced....		0 15½
50-60s, per lb., 25's, faced....		0 15
70-80s, per lb., 25's, faced....	0 13	0 13¾
80-90s, per lb., 25's, unfaced..		0 12½
90-100s, per lb., 25's, faced....		0 10½
Peaches—		
Standard, 25-lb. box		0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes		0 15
Raisins—		
California bleached, lb.....	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets....	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Freight Rates Mean Still Firmer Teas

Toronto.

TEA.—The tea situation is again beginning to revolve around the cost of freight shipments. A recent cable from the Far East stated that the lowest freight rate that could be secured at all was 20c per pound. With such a rate as this, lowest grade teas would have to go to the retailer on the basis of about 50c per pound. There is furthermore no assurance that freights will be able to get forward. It is reported that the situation with respect to shipment of Java teas is firmer, as the Allies are insisting that neutral boats plying from Java to the United States and Great Britain shall carry sugar stocks and leave tea out of their cargoes. On present basis of freight rates those closely in touch with the market situation can see nothing but higher prices for teas in the future. Within recent weeks there has been a slightly easier tendency in teas owing to fairly heavy arrivals of Javas, but now it would seem that this source of supply is likely to be curtailed. Locally prices remained unchanged during the week. There has been better inquiry for tea during the week.

Ceylons and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52

Javas—

Broken Pekoes	0 38	0 40
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These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Certain Brands Of Chocolate Advance 2c

Toronto.

COFFEE, COCOA.—Higher prices were recorded on Caracas and Diamond brands of chocolate during the week by 2c per pound, making the price of Caracas in eighth and quarter pounds now 33c per pound, and Diamond in sixths at 26c per pound in six-pound boxes. There has been a great demand on chocolate and this has been the means of causing more cocoa to be produced, as cocoa is a by-product when chocolate is extracted. Coffee held in steady market during the week. The only factor that looms on the horizon as likely to make any difference in the price of coffee is the scarcity of tonnage to South America.

Coffee—

Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20

Cocoa—

Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Pickling Season Makes Spice Demand

Toronto.

SPICES.—Now that pickling has started, there has been a much better demand for various spices during the past week. The market for pure black and white peppers holds very firm. On cloves there is still a wide range in the market. The English embargo is still on and seems likely to remain on. There is strong probability that cloves may soon be in the same class with caraway seed. Some of the large dealers are accepting no orders for more than one bale of cloves to any one customer. Cassia and cinnamon are reported in firm market, with indications of higher prices. Ginger of all kinds and grades is very firm. Herbs continue scarce and prices are higher. Some concerns are entirely out of caraway seeds. Celery seed is in firm market. Mustard in tins is higher owing to the cost in containers.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastrv	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's...		0 40
Do., 80's	0 45	0 50
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 35
Caraway seed, whole	0 75	1 00

Cream of Tartar—		
French, pure		0 60
American high test		0 65

Rices In Upward Movement Again

Toronto.

RICE.—The upward movement in rices started during the week as a result of the announcement of higher prices by the Southern millers, and as the result of a half cent advance in the price of freight rates from the Orient on Chinas and Japans. Fancy Siam rice in some quarters advanced $\frac{1}{2}$ c per pound, making the range from \$7.50 to \$8.50 per hundred, while Siam seconds advanced a similar amount to \$8.50. Fancy Honduras rice has also advanced $\frac{1}{2}$ c, and is now quoted at \$12.50 per 100 pounds. There is every indication that there will be a more general movement upward from recent levels as soon as existing stocks get to lower levels.

Texas, fancy, per 100 lbs.....	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs....		0 12½
Siam, fancy, per 100 lbs.....	7 50	8 50
Siam, second, per 100 lbs.....	7 00	8 50
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	7 50	8 00
Chinese XX, per 100 lbs.....	7 00	8 00
Tapioca, per lb. ..	0 12½	0 14

Higher Trend To Market For Nuts

Toronto.

NUTS.—There is a very firm undertone in the market for shelled almonds, peanuts and walnuts, with the indications pointing to higher prices in the not distant future. Dealers anticipate prices will have to go to higher levels by next month, based on the condition of the market at primary points. Warm weather is affecting the demand for nuts except for the soda fountain trade. Prices locally held in a steady position during the week.

In the Shell—

Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20

Shelled—

Almonds, lb.	0 40	0 48
Walnuts, lb.	0 52	0 60
Walnuts, California		
Peanuts, lb.	0 17	0 18

All Rangoon Beans Must Now Be Analyzed

Toronto.

BEANS.—There has been much uncertainty of late among dealers in Rangoon beans as to the exact status of this commodity in the face of a recent order by the Department of Inland Revenue respecting them. Advices to hand from Ottawa state the Department of Inland Revenue has issued an order requiring samples of all shipments of Rangoon beans brought into the country for the purpose of analysis as to the quantity of prussic acid contained therein. Pending a full investigation on the subject, the Department has decided to pass all shipments that do not contain twenty parts

of prussic acid out of 100,000 parts, as will be revealed by the analysis. So far, or up to August 9 at any rate, all consignments have been allowed to pass. It was found that in some shipments there was a total absence of prussic acid, while in others the analysis revealed the presence of as much as 13 or 14 parts out of 100,000. In order to cause as little delay as possible, the samples are shipped from Toronto as soon as taken, and when necessary the report of the analysis is made by wire. Rangoon beans that are now on the way are expected to bring the price of this commodity to considerably lower levels.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush..	10 00	10 50
Rangoons, per bush.	8 40	9 00
Yellow eyes, per bushel		9 60
Japanese, per bush.		9 00
Limas, per pound	0 17	0 20

Some Sizes Of Cornflakes Go Down

Toronto.

PACKAGE GOODS.—Corn products of varioust kinds, including cornstarch and laundry starches are in weaker market, due to the recent slump in the price of corn on the American markets. During the week Kellogg's cornflakes individual size have been reduced from \$2.50 to \$2 per case. There was a quietness in the trade for package cereals during the week, according to reports of the mills. Other prices held at recent quotations.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case		4 00
Cornstarch, No. 1, pound cartons	0 12	
No. 2, pound cartons	0 11	
Starch, in 1-lb. cartons	0 12	
Do., in 6-lb. tins	0 13 3/4	
Do., in 6-lb. papers	0 09 1/2	

Fish Shipments Continue To Grow

Toronto.

FISH.—The trade in haddock and cod continues to grow, as three cars came into the local market on Monday of this week as compared with two cars last week and one car the first week. The amount to arrive on Monday of this week was between 50,000 and 60,000 pounds. Prices remain as fixed by the Food Controller at 7c for haddock and market cod. There is an excellent demand for the fish, there being no indication that people are going to tire of this commodity in the near future. Halibut has been extremely difficult to obtain and prices are holding firm. Restigouche salmon is now off the market, and British Columbia red spring salmon are very scarce, prices being quoted up 2c per pound during the week at 21c to 22c. Whitefish and trout have also been in short supply.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipper herring, per box		1 50
Digby herring, bundle 5 boxes		1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks		2 60
Salt mackerel, kits 15 lbs.		2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 19	
Halibut, frozen	0 18	
Salmon, B.C., red spring	0 21	0 22
Haddock, fancy, express, lb.		0 07
Herrings, frozen	0 06	0 06 1/2
Steak cod, fancy, express, lb.		0 09
Cod, market, heads on, lb.		0 07
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.		0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibees, fresh, lb.	0 09	0 10

Bag Potatoes Down; Tomatoes Declining

Toronto.

POTATOES.—Ontario potatoes in bags arrived in much better quantity during the week and were quoted from \$2 to \$2.25 per bag. These potatoes are of very fine sample. Potatoes in the barrel from the United States are about done, and prices were down in order to meet the prices of the Ontario product. Lower prices for Ontario potatoes are expected, as the crop appears to be turning out well. There is also a good crop reported in New Brunswick. Dealers do not anticipate a sudden drop in potatoes, as the scarcity of labor will operate to let prices down gently. Tomatoes were in good supply on Tuesday of this week, and were sold down as low as 50c for 11-quart No. 1. Cucumbers were also in big supply, and prices were cut in two from last week. Eggplant in 11-quart baskets sold from \$1.25 to \$1.50, while the first new red peppers were quoted at \$1.50 per 11-quart basket. Some of the first Ontario onions from the Leamington district reached the local market, and were sold at \$3 per 75-lb. sack. A car of Washington State onions was in the market during the week and sold at \$3 per 100-lb. sack. Some of the first Canadian celery from the Colborne district came in and was quoted at 65c to 75c per dozen.

Beets, 11-qt. basket	0 25	
Do., 6-qt.	0 15	
Beans, green, string, 11-qt.	0 35	0 40
Do., golden wax, 11-qt.	0 35	0 40
Cucumbers, Can., hothouse, 11-qt. basket	0 20	0 25
Gherkins, 11-qt.	0 60	1 25
Cabbage, Canadian, case		1 00
Carrots, new, basket		0 25
Celery, Mich., doz.	0 40	0 50
Do., Canadian, doz.	0 65	0 75
Eggplant, 11 qt.	1 25	1 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.		0 50
Mushrooms, lb.		0 75
Onions—		
Green, per doz. bunches	0 20	0 25
Spanish, crates		3 75
Do., half crates		2 00
Do., Canadian, 75-lb.		3 00
Potatoes—		
New, barrel		5 00
New, Ontario, bag	2 00	2 25
Green peppers, basket	0 90	1 00
Red peppers, 11 qt.		1 50

Tomatoes—

11-qt., No. 1	0 50	0 75
11-qt., No. 2	0 40	0 50
6-qt., No. 1		0 40
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25
Vegetable marrow	0 30	0 35

Ontario Freestone Peaches Arriving

Toronto.

FRUIT.—The first Ontario freestone peaches reached the local market on Tuesday of this week, and were quoted at \$1 per 6-quart basket. Texas and Arkansas peaches are about off the market, the last shipment being somewhat poor in quality. Missouri peaches were in the market during the week, and were of fairly good sample, being quoted at \$4 to \$4.50 per bushel. Some California Elbertas also arrived, and were quoted at \$1 to \$1.25 per box. Ontario peaches are expected to be about their best during the first and second weeks in September. A car of very fine Mexican cantaloupes came in during the week and found ready sale at \$2.50 per case for large-sized 12's and \$2.25 per crate for smaller sized 12's. Crates with nine large melons in sold at \$2.25 per crate. Oranges were in firmer market and advanced in the primary market 40c to 50c per case, and prices on the local market were higher accordingly. Raspberries were quoted firm at 20c per quart, with supplies rapidly dwindling. Some of the first Canadian pears reached the market, and in 11-quart baskets were quoted at 50c to 75c. Ontario apples in 11-quart size were quoted at 65c to 75c per basket, and for 6-quart at 35c to 40c.

Apples—

Hampers, American	3 00	3 25
Do., Ontario, 11-qt.	0 65	0 75
Bananas, yellow, bunch	2 50	3 50
Cantaloupes, 45s, case	4 50	5 50
Do., 12-15s, case	1 75	2 25

Currents—

Black, 11-qt.	2 00	2 25
Black, 6-qt.	1 00	1 25
Red, 11-qt.	1 35	1 25
Red, 6-qt.		0 75
Blueberries, 11-qt.	1 50	1 75

Cherries—

Montmorencies, 11-qt.	1 35	1 50
Montmorencies, 6-qt.		0 75
Black Morrell, 11-qt.	1 00	1 25
Lawtonberries, qt.		0 18

Oranges—

Cal. late Valencias	4 00	4 75
Gooseberries, 11-qt.	1 25	1 50
Lemons, Cal., case	7 50	8 00
Do., Verdillia, case	7 50	8 00
Peaches, Texas, Arkansas, bush.	4 50	5 00
Do., Ont., 6-qt.	0 50	0 60
Pears, Cal. Bartlett, box		3 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	3 25
Abundants, 6-qt.	0 50	0 75
Burbanks, 11-qt.	1 25	1 35
Raspberries, red, qt.		0 20
Do., black, qt.		0 20
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, August 22.—Jobbers have put up their price two cents on Wilson's vinegar, quotations now being: Proof 29c, 50% over proof, 40c, XXX. 26c. There has been a very marked easing off in the price of cof-

fee in primary market on Rios and Santos, and jobbers are buying at much lower prices than have prevailed for a long time. This has had an effect already on local prices, and the following quotations are made by a local house

on Rios, No. 5, 15¼c; No. 7, 14¼c. There is no change in Santos locally, but one may be expected. It takes some time before the lower priced coffees reach this market.

Recent changes are: Cow soda 25c higher; Lily White clover syrup 10s should be \$5.91 per case; Asparagus Tips, green, \$3.00 per dozen and White Tips \$3.20 per dozen; Zig Zag cigarette papers, wheat straw, advanced to \$3.75 per box; Parisian Blue 16½c lb.; Nugget shoe polishes advanced to 90c dozen net. Pen-nant molasses, all sizes, advanced ap-proximately 50c per case; shelled wal-nuts advanced to 58c per lb. Baker's sweet chocolate, all lines, advanced 2c lb. Caracas chocolate 10c per box. Cot-ton twine 4c per lb. higher. Crisco has declined 90c per case.

Thinks Sugar Will Stay High

Winnipeg. SUGAR.—It was announced late last week that one of the refineries had raised their price to \$10.00, and lowest quotation is now \$9.75. Retailers were still buying freely at this figure, and there is no doubt the consumer has been buying too. A jobber stated that from information he had received, he believed that sugar would stay high for a long while to come. He said he did not see anything to indicate why sugar should come down after the preserving season was over.

Further Advance on Cane Syrup

Winnipeg. SYRUP.—Another advance has gone into effect on Rogers Golden Syrup, this being the second advance inside of a week. It is well known that Rogers have not been shipping much into Man-itoba lately, and therefore their price did not advance at the same time as other syrups. However, corn syrup in other Western markets has been very high, and it was only natural to expect that, owing to the high cost of sugar, and the fact that corn syrup was selling very much higher than cane syrup, that this firm would advance their price as soon as their product com-menced to come into this market again. Their quotation on 25 lb 2 lb. tins was formerly \$4.10; it then jumped to \$5.00 and is now \$5.25 per case, so that the last advance is one of 25c per case. Molasses has been advancing steadily, not so much in bulk molasses as mol-asses in cans, which have been going up very fast.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	5 28
5-lb. tins, 1 doz. case, per case.....	5 68
10-lb. tins, ½ doz. case, per case.....	6 41
20-lb. tins, ¼ doz. case, per case.....	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case.....	5 78
5-lb. tins, 1 doz. case, per case.....	6 18
10-lb. tins, ½ doz. case, per case.....	5 91
20-lb. tins, ¼ doz. case, per case.....	5 92

Barbadoes Molasses—	
In half barrels, per gal.....	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50
ROGERS SYRUP.	
24 by 2 lb. tins, case.....	5 25
12 by 5 lb. tins, case.....	6 15
6 by 10 lb. tins, case.....	5 75
3 by 20 lb. tins, case.....	5 60
12 by 3 lb. seal glass jars.....	4 20

Advises Buying Prunes Carefully

Winnipeg. DRIED FRUITS. — California grow-ers advise that owing to heavy volume of peach business booked, and the fact that the crops left in first hands are closely cleaned up, they have been oblig-ed to advance their quotations. They state that some growers have very high ideas as to values. The trade are urg-ed to cover requirements in peaches and raisins.

PRUNES.—A local broker says that following a considerable drop in price in California last month, he expects the price in Winnipeg will gradually ease off, and that the lowest point will be reached about November 1st, when the new crop arrives. The lowest price, he says, will be very much lower than the price to-day. He expressed the opinion that dealers should buy prunes only as they are required. Apart from prunes he did not see prospects of dried fruits declining to any extent during the next two or three months.

EVAPORATED APPLES.—Reports reaching Winnipeg from the East are to the effect that the crop in Ontario is practically a failure, with the results that offerings of new pack are few and far between. There have been some offerings in this market of Nova Scotia apples for future delivery, but for eva-porated apples the trade in the West will have to go considerably to the United States this year.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.....	0 10½
80-90s, 25-lb. boxes, per lb.....	0 11
50-60s, 25-lb. boxes, per lb.....	0 12¼
40-50s, 25-lb. boxes, per lb.....	0 13¼
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb....	0 08
90-100s, 25-lb. boxes, per lb.....	0 09½
80-90s, 25-lb. boxes, per lb.....	0 10
40-50s, 25-lb. boxes, per lb.....	0 12¼
Dried Fruits—	
Apples, evap., 50-lb. boxes, lb..	0 13¾
Apples, 25-lb. boxes.....	0 14¼
Apples, 8-lb. cartons, each.....	0 46
Pears, choice, 25's.....	0 15½
Apricots—	
New, 25's.....	0 23¾
New, 10's.....	0 24
Peaches—	
Choice, 25-lb. boxes.....	0 11¼
Choice, 10-lb. boxes.....	0 12
Currants—	
Fresh cleaned, half cases.	
Australian, lb.....	0 19½
Dates—	
Halloweas, 68-lb. boxes.....	0 13
Fards, box, 12 lbs.....	2 05
Raisins, California—	
16 oz. fancy, seeded.....	0 12
16 oz. choice, seeded.....	0 11½
12 oz. fancy, seeded.....	0 09¾
12 oz. choice, seeded.....	0 09¼
Raisins, Muscatels—	
3 crown, loose, 25's.....	0 11
3 crown, loose, 50's.....	0 10¾
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes...	0 09¾
3 crown, loose, 16-lb. boxes...	0 10¼

Figs—	
Mediterranean, 33-lb. mats.....	0 07¼
Peels—	
Orange, lb., 7-lb. boxes.....	0 22½
Lemon, lb., 7-lb. boxes.....	0 21¼
Citron, lb., 7-lb. boxes.....	0 25

No Sign of Cheaper Tapioca or Sago

Winnipeg. RICE.—A Winnipeg jobber advises us that in his opinion all grades of rice are worth two cents per lb. more than what the jobbers are asking to-day, and that low grades are worth even more than that. He states that advances in price to the retail trade will be gradual. There is no sign of any cheaper tapioca or sago coming into this market until the shipping situation improves.

Cheaper Beans Begin to Arrive

Winnipeg. DRIED VEGETABLES.—Since the order in council prohibiting the sale of Manchurian beans until they have been tested, owing to the fact that some beans have been found to contain Prus-sic acid. Many shippers have cancelled orders for Oriental beans. In many cases this was considered a wise course partly because shipments were so late that brokers were liable to experience serious loss on account of the decline in the price of beans owing to the ar-rival in the near future of new crop. Splendid beans are offered here by re-presentatives of New York at surpris-ingly low prices compared with those prevailing during the past few months. Locally, little interest is taken in beans as the trade seem to be afraid of them. At any rate the demand just now is very small. The trade seem to be con-tent to wait for the arrival of Ash-crofts, a first class bean, which will sell to the retail trade at around \$7.00 per bushel.

White beans, bush.....	7 25
California Lima Beans—	
80-lb. sacks.....	0 17¼
Peas—	
Solit peas, sack, 98 lbs.....	11 25
Whole green peas, bush.....	5 50
Whole yellow, bushel.....	3 75
	4 00

Peas and Strawberries Open Very High

Winnipeg. CANNED GOODS.—New strawber-ries and peas are expected on this mar-ket right away. Shipments should reach Winnipeg this week. In the case of peas, contrary to expectations they opened up at a selling price of \$1.80 per dozen, Winnipeg. This high price was caused by the canners naming price and delivery of 25% on standards, or total of 40% if purchasers take the higher grades. Canners explanations of the high price is that it is due to par-tial crop failure caused by excessive heat during the latter part of July. It

(Continued on page 49.)

FLOUR AND CEREALS

Flour Market Is Still Waiting

Montreal.

FLOUR AND FEEDS.—The flour market is still in the most uncertain position awaiting the word of the Government as to war flour and fixed prices, if any, and the Government is awaiting American action apparently. At all events the buying being done is hand to mouth, and the millers are unable to make any definite agreements as to future bargains. Samples of new crop wheat have reached Montreal, and the expectations are favorable as to the crop. Lugubrious rumors as to shortage of wheat on the North American continent as compared with the Allied army and civil needs are not as yet taken seriously by the millers, but events may alter this if there is a real scarcity of wheat. Winter wheat is unchanged in market. Feeds are tremendously firm, and so short in supply that millers are guarding them like gold and selling only where absolutely necessary.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	13 00	13 20
Second patents	12 50	12 70
Strong bakers	12 30	12 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90%, in wood	12 25	12 35
90%, in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 90	

Cereals Show Few Important Changes

Montreal.

CEREALS.—The corn based cereals have not all responded yet to the reduction in the price of corn due to the prohibition of its use by distillers in the States. In fact, one firm had pearl hominy ten cents higher this week. Corn flour is, however, cheaper, and there may be easier prices for other corn products as these come to be made from the cheaper corn. It is anticipated that oat products may be firm, as the oat crop is not considered any too promising. Other lines of cereals listed have not altered in prices from the wholesaler this week as compared with last week.

Barley, pearl, 98 lbs.....	7 50	8 00
Barley, pot. 98 lbs.....	6 25	7 25
Corn flour, 98 lbs.....	6 50	6 75
Cornmeal, yellow, 98 lbs.....	7 00	7 25
Graham flour, 98 lbs.....	6 25	
Hominy, 98 lbs.....	6 75	8 00
Hominy, pearl, 98 lbs.....	7 00	7 60
Oatmeal, standard, 98 lbs.....	5 25	5 50
Oatmeal, granulated, 98 lbs.....	5 25	5 50
Peas, Canadian, boiling, bush.....	5 50	
Split peas	11 00	11 25

Rolled oats, 90-lb. bags	5 00	5 25
Whole wheat flour, 98 lbs.....	6 25	
Rye flour, 98 lbs.....	5 25	5 50
Wheatlets, 98 lbs.....	6 50	

Ontario Flour Is Lower In Price

Toronto.

FLOUR.—Prices for Ontario flour ruled lower during the week, being quoted from \$11.40 to \$11.85 in carload lots, as against \$12 to \$12.20 last week. With the coming of the new Ontario grain into the market prices have been easier and flour followed downward in sympathy. Furthermore, the export business into the United States on flour has been shut off by reason of an Order-in-Council on Saturday of last week, which prohibited exportation of flour made from old-crop wheat. Mill feeds are still permitted to go into the United States, the embargo not affecting these. Millers quite generally are in an uncertain frame of mind over the situation for the immediate future, due to the possibility that the Food Controller may compel the milling of whole wheat flour entirely. As the result of this condition the mills are taking orders ahead only for 30 days. Millers are allowed to fill orders booked for export into the United States prior to the date of issue of Order-in-Council. There was very little disposition to trade in options on the Winnipeg wheat market during the week. Prices of Manitoba flour held steady at \$12.90 per barrel in carload lots. Demand for flour is fair.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 90	\$13 10
Second patents	12 40	12 60
Strong bakers	12 20	12 40
Ontario Winter Wheat Flour—		
High patents	12.00-12.20	12.20-12.40
Second patents	11.60-11.80	11.80-12.00

Corn Products Have Not Moved Yet

Toronto.

CEREALS.—The market for corn products held steady during the week, although there was still an expectant attitude on the part of millers that prices would be easier in view of the lower prices being quoted on corn. There has been a good demand for cornmeal, and this has possibly helped to put a measure of firmness in the market. Yellow split peas were again easier in price, in view of new crop being in the offing. Demand for cereals on the whole has been fair. Rolled oats show a slightly easier tendency, and were quoted down to \$4.50 per bag, with oatmeal as low as \$5 in some instances.

	Less than car lots	
Barley, pearl, 98 lbs.....	7 00	7 50
Barley, pot, 98 lbs.....	5 00	5 50
Corn flour, 98 lbs.....	6 25	6 75
Cornmeal, yellow, 98 lbs.....	6 00	6 75
Farina, 98 lbs.....	6 45	6 50
Graham flour, 98 lbs.....	5 75	6 20
Hominy, grits, 98 lbs.....	6 65	6 75
Hominy, pearl, 98 lbs.....	6 65	6 75
Oatmeal, 98 lbs.....	5 00	5 60
Rolled oats, 90-lb. bags	4 50	4 65
Rolled wheat, 100-lb. bbls.....	6 50	6 75
Wheatlets, 98 lbs.....	6 50	6 75
Peas, yellow, split, 98 lbs.....	10 00	11 00
Blue Peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Millfeeds Can Still Go Into U.S. Export

Toronto.

MILL FEEDS.—Although an Order-in-Council on Saturday last prohibited the export of flour into the United States, it is still permissible to ship mill feeds into that market, and some of the Ontario millers are finding a good market there. Locally the demand on shorts and middlings is quite heavy, but bran is rather light. Prices shaded down from the high levels of last week by \$1, but low quotations held steady.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35-\$36	\$37-\$38
Shorts	40-41	42-43
Special middlings	50	52
Feed flour, per bag.....		3.05-3.60

Merchants Waiting For New Wheat Quotation

Winnipeg.

FLOUR AND FEED.—The price of wheat has been fixed again at \$2.40; this price will stand until September. The trade are waiting to see what is going to happen to the price of wheat in September, and for that reason they are not buying too heavily. Millers in Winnipeg are not disposed now to state whether in their opinion the price will go higher than \$2.40 or not. Dealers can expect price of flour to remain at \$12.00 for a week or so. Rolled oats are down 25c for 80's, which brings price on sacks to \$3.75. Packages, family size, remain at \$4.75 per case. The reason for the decline in rolled oats is the reduction in the price of oats; the oat market has declined considerably during the past week. There seems to be no reason for this decline except that speculators on the exchange have hammered the market down. It is reported the corn market is slightly easier this week. **FEEDS.**—There is no change in quotations; the demand is still heavy, and all mills are oversold, especially on shorts. It is felt here that the price is not likely to go up.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90

XXXX	9 90
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size.	4 75
Cornmeal, 98's	6 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00
Mixed chop, ton	54 00

WEEKLY MARKET REPORTS

(Continued from page 47.)

is stated that the peas matured to the canning stage in a period of three days, and owing to the shortage of labor, the canners had difficulty catching the crop at the right point. At the new opening prices the retailer will be compelled to sell at 20c per tin, which will undoubtedly curtail the sale of canned peas next year. Under these circumstances it is probable that the 25% delivery may be sufficient for trade requirements. Standard peas are selling at \$3.55 in Winnipeg to-day.

New strawberries which arrived last week, opened at \$6.00 per case, with a percentage delivery of 75%. Heat also had the effect of damaging the strawberry crop. Price of canned strawberries will be 30c per tin, which makes it a very high priced fruit. New Canadian raspberries are expected within a few days. Opening prices have not been quoted, but it is anticipated that the pack will be short.

Feeling That Soaps Are High Enough

Winnipeg.

SOAPS.—There is a feeling in the trade here that laundry soap has about reached its limit as regards price. Owing to the active condition of the soap market during the past two or three months, the retailer has become loaded up, with the result that the demand now from the wholesalers is not very large.

Behind in Deliveries on Coarse Salt

Winnipeg.

SALT.—Brokers state that delivery on salt is considerably behind still, especially on coarse salt. If deliveries on the latter could be improved the situation would not be so bad.

Forecast Advance no Corn Products

Winnipeg.

CORN.—Cornflake manufacturers advise that the price of corn having reached the amazing figure of \$2.43 per bush., or nearly three times the price of a year ago, they will be compelled to announce an advance very shortly, and promise one about August 23rd. The new crop now growing is forecast as 16% greater than 1911 to 1915 average.

Sockeye Pack Likely to be Small

Winnipeg.

CANNED SALMON.—Prices on new pack goods have not yet been named. Packers have held off owing to the shortage in the catch. Advices vary as to the probable pack of Sockeyes, some estimates being as low as 25% of normal pack. Under ordinary circumstances this year should furnish a big pack, being the fourth year; every fourth year there is usually a big run of fish. Owing to a mishap during the canning season four years ago, a large quantity of salmon did not reach the spawning grounds with the result that this being the fourth year, when the fish return, there is a shortage.

Lemons Up to \$10.00 Blackberries Arrive

Winnipeg.

FRUITS AND VEGETABLES.—The opinion of wholesale men is that we are not likely to see blueberries lower than \$2.00. They state that they are very scarce. The newest line on the market is blackberries, which have been selling at \$4.50 per crate. Lemons have advanced \$1.00 per case, and are now quoted at \$10.00. Plums are slightly cheaper, being quoted at \$2.50 per crate. Home grown cabbage is on the market and is quoted at 3½c per lb. New potatoes have taken a further drop, and are now offered at \$1.60 per bushel. Home grown beans are now being offered.

Cucumbers, bushel	5 00
Potatoes, new, B.C.	1 60
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Cabbage, homegrown, lb.	0 03½
Lettuce, leaf, doz.	0 15
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 15
Tomatoes, Ontario, case	2 00
Fruits—	
Blueberries, basket, 14 lbs.	2 00
Oranges, Valencias	5 00
Lemons	10 00
Bananas, lb.	0 05
Watermelons, doz.	8 00
Cantaloups, flats	2 25
Cantaloups, standard, 45 to case	6 50
Pears, Cal., crate	2 50
Plums, crate	2 75
Peaches, crate	1 75
Grapes, Malaga, crate	3 50
Blackberries, crate	4 50

"CANNED" EGGS SOON ON THE MARKET

One of the latest developments in the egg game, and one which will prove a welcome addition to the list of table delicacies, is the "canned egg," being high grade eggs canned for table purposes. This new product has been tested out for more than a year and has been found to be thoroughly practical. Steps are being taken to put the canned eggs on the market and establish them as a standard article of food.

The new departure is the idea of Stanley Wyckoff, head of the Indianapolis Poultry Company, Indianapolis, Ind. He

has been working on the idea about a year. Last season he put up his first eggs, packed them in boxes like any other canned goods, and left them in his office. This spring he opened the cans to see how the eggs had kept and found them in perfect condition.

The eggs are like hard-boiled eggs, except that they are in solid mass shaped like the can, and are sliced up for use like meat-roll or other table edibles. The eggs are canned during the flush periods, when they are reasonable in price. The eggs are broken, and six placed in each can. The cans are then sealed and placed in steam just as any other products are canned, and this process boils the eggs and makes them fit to keep fresh until opened. Mr. Wyckoff says he now has made it possible to have each egg separate in a parchment wrap, permitting them to be taken out individually instead of in a mass when opened. It is proposed to put eggs on the market so that they can retail for about 20 cents a can.

It is expected that the canned eggs will find a big demand for war purposes, mining camps and commissaries, and other consuming outlets when fresh eggs are high in price.

CANNERS DENY HOLDING FOR EXPORT

The inability of some grocers to secure shipments of canned peas and strawberries recently led to the allegation that the canning companies were withholding shipments of these canned goods to wholesalers and retailers in Canada in the hope of securing higher prices for the export trade.

An official of one canning company denied that such was being done and continued to explain the situation. He stated that there was not forty per cent. of the home consumption orders packed as his company had only about a forty per cent. pack from coast to coast. Owing to the intense heat, the pea crop was badly burnt up and instead of the record season which canners had anticipated, he declared they now faced the situation of being unable to care for nearly all the orders for home consumption without any thought of export.

The strawberry crop in Canada was declared by this company to have been a failure and only a small percentage of the usual quantity was obtainable by the factories.

Labor conditions and difficulty in securing tin cans for packing of the produce are having a big effect upon the industry this season as well.

Confirmation of this state of affairs was forthcoming from wholesalers who stated that the difficulty this season was in not being able to get the goods to can. In some instances where factories should have put out between fifty and sixty thousand cans of peas, they had only put out fifteen thousand cans.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Aug. 21.—An advance in the price of sugar is the leading feature in the market during the past week. High price of sugar is curtailing the sale of fruit. The flour market is firm, but the market for potatoes is weakening, due to arrival of new crop. Eggs are in very firm position and dollar eggs are being predicted for Christmas in some quarters. Local small fruits are coming into the market slowly as the prairie provinces are getting the bulk of the fruit from the producing districts of this province. Cured meats and lard are firm with a tendency to advance. There has been no change in rice prices during the week, but stocks are low. The market generally is in a nervous state.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 75
Flour, first patents, Manitoba, per per bbl., in car lots.....	13 50
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	130 00
Rice, Siam, No. 1	110 00
Do., Siam, No. 2	0 12½
Beans, Japanese, per lb.	0 16
Beans, B.C., white	35 00
Potatoes, per ton	0 27
Lard, pure, in 400-lb. tierces, lb.	0 43
Butter, fresh made creamery, lb.	0 48
Eggs, new-laid, in cartons, doz... ..	0 25
Cheese, new, large, per lb.....	

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Aug. 21. — Sugar advanced 25c per hundred during the week, and is now quoted at \$10.50, with a further advance expected. Creamery butter advanced and is now quoted at 44c per lb., with dairy butter at 31c. A big advance in rice seems reasonably sure. Siam rice is generally quoted at \$7.50 per hundred lbs., but some small lots may be had for less money. Japan rices are quite generally quoted at \$8.50 per hundred. Popping corn is being quoted at 12c per pound, and split peas at 10c per lb. Lamp glasses, salt fish and various kinds of Clark's canned goods have been advanced slightly. Eggs are quoted at \$11 per case, which denotes a firmness in the market. Rolled oats have declined 25c, 80's now being quoted at \$3.25 per bag. Crisco is down to 90c per case. Lard 3's is quoted at \$16.20 per case.

CALGARY:

Beans, small white, Japan, lb... ..	0 13	0 15
Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.....	0 82	0 90
Rolled oats, 80s	3 25	
Rice, Siam, cwt.	7 50	
Tapioca, lb.	0 13	
Sago, lb.	0 13	
Sugar, pure cane, granulated, cwt.	10 50	
Cheese, No. 1 Ontario, large....	0 24½	0 25
Butter, creamery, lb.....	0 44	
Do., dairy, lb.	0 31	
Lard, pure, 3s, per case.....	16 20	
Eggs, new laid, case	11 00	
Tomatoes, 2½s, standard case....	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case	3 45	
Apples, gals., Ontario, case.....	2 65	2 85
Strawberries, 2s, Ontario, case... ..	5 50	5 85
Raspberries, 2s, Ontario, case....	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75	
Lemons, case	10 00	
Salmon, pink, tall, case.....	7 25	
Salmon, Sockeye, tall, case.....	12 75	

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Aug. 21.—Ontario flour dropped 50c per bbl. during the week, and is now quoted at \$12.85. Cornmeal is also down in price, granulated in barrels being quoted at \$13.75, which is a decline of 50c, while ordinary cornmeal in bags is quoted at \$4.75. Siam rice is now higher, and is quoted at \$8 to \$8.25 per hundred lbs. Sugar is in strong market and shows an advance of 35c, extra granulated being quoted \$9.50 to \$9.55, yellow at \$9 to \$9.05, and Paris lumps \$10.75 to \$11. Eggs are again higher, new laid being quoted at 45c per doz., and case eggs at 40c to 41c per doz. Pure lard is slightly easier in price, being quoted 27½c to 28c per pound. Old potatoes are practically off the market, new ones taking their place at \$2.50 per bbl. The first American apples are in the market, and are being quoted at \$8 to \$9 per bbl.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	13 90	
Ontario	12 85	
Cornmeal, gran., bbls.....	13 50	
Cornmeal, ordinary, bags.....	4 75	
Molasses, extra fancy, gal.	0 76	0 77
Rolled oats, bbl.	10 25	
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	8 00	8 25
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	9 50	9 55
No. 1 yellow	9 00	9 05
Paris lumps	10 75	11 00
Cheese, N.B., twins	0 22½	0 23
Eggs, new-laid	0 45	
Eggs, case	0 40	0 41
Breakfast bacon	0 33	0 35
Butter, creamery, per lb.....	0 42	0 45
Butter, dairy, per lb.	0 42	
Butter, tub	0 39	0 41
Lard, pure, lb.	0 27½	0 28
Lard, compound	0 21¼	0 21½
American clear pork	53 00	56 00
Beef, corned, ls	4 25	
Tomatoes, 3s, standard, case.....	4 70	
Raspberries, 2s, Ont., case	5 40	

Peaches, 2s, Ontario, case.....	4 30	
Corn, 2s, standard case	4 30	
Peas, 2s, standard case	3 50	
Apples, gals., N.B., doz.	3 50	
Strawberries, 2s, Ont., case.....	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, red spring, talls, case..	10 00	10 50
Salmon, pink, talls, case.....	6 50	7 00
Salmon, Cohoes, case	9 75	10 00
Salmon, Chums	5 75	6 00
Sardines, domestic, case	6 00	
Cream tartar	0 58	0 60
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12½	
Raisins, fancy, lb.	0 12½	
Raisins, seedless, lb.	0 15	
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	0 21	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	8 00	9 00
Lemons, Cal., box	10 00	
Oranges, Cal., box	4 50	5 50
Pears, Cal.	4 00	4 50
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 75	3 50
Grapefruit, per case	6 00	7 00
Apples, American, bbl.	8 00	9 00
Potatoes—		
New, native, bbl.	2 50	
Onions, Texas	2 00	2 25
Tomatoes, Ont., basket	1 75	
Cucumbers, doz.	0 30	0 40

LIGHTNING RODS EFFECT FOOD CONSERVATION

In connection with the active campaign for the conservation of food supplies being carried on throughout Canada, it has been urged that considerable conservation could be effected by the greater use of lightning rods on barns throughout the country. During the years 1912-16 inclusive, no fewer than 5,200 barns were destroyed in Canada, with an aggregate loss of over \$7,850,000 and by far the greatest number of these fires were caused by lightning. Evidence gathered from all parts of Canada and the United States has conclusively proved that properly rodded buildings are practically immune from lightning damage, and it is therefore of economic importance that every barn should be efficiently protected by lightning rods.

THE CANADIAN HIGHWAY

The Island Automobile Association, of Victoria, B.C., has recently sent out to interested organizations and circulated among the public a pamphlet outlining a proposed draft Bill in connection with Bill Fifty-eight before the House of Commons dealing with the Highway Improvement Act. All B.C. members of Parliament have been urged to oppose the Bill and to support the plan as outlined in the draft Bill calling for the appropriation of ten million dollars divided among the provinces for the construction of a roadway from Glace Bay near Sydney, as directly as possible to Quebec City, thence to Ottawa, Winnipeg, Vancouver, Nanaimo and Cape Scott.

PRODUCE AND PROVISIONS

Hogs Higher And Meats May Go Up

Montreal.

PROVISION.—Still the scarcity of hogs remains most pronounced, and there is every reason to believe in the wisdom of the bacon-eating curtailments put in force. Live hogs weighed off cars, were quoted as high as \$19 this week. So far the products have not advanced with them, but there is a distinct firmness in the whole market, and the outlook is for advances in the meats before long should the advances in hogs continue. There is a good demand for the various cured and cooked meats at present, and it would seem as if the bacon-less days are not going to affect the ordering of this foodstuff to any great extent by consumers at large. Boiled hams have advanced a cent this week.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½

Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39

Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28

Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24

Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½

Lard, Pure—		
Tierces, 400 lbs., per lb.	0 25½	
Tubs, 60 lbs.	0 25¾	
Pails	0 26	
Bricks, 1 lb., per lb.	0 27	

Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¾
Bricks, 1 lb., per lb.	0 23	

Poultry Supplies Are in Demand

Montreal.

POULTRY.—Receipts of live poultry last week were not so large as in the previous weeks. Country dealers give as their excuse that the farmers were busy with their crops, and could not spare the time to market poultry. Receipts were cleaned up at good prices. Dealers are still advising farmers to hold their broilers and raise Fall corn chickens, which will supply more meat than broilers. Demand for storage poultry is somewhat better. Restaurants and hotels are commencing to make a specialty of poultry dinners which will take the place of beef and bacon on meatless days.

Poultry—		Dressed
Old fowls	\$0 21	
Chickens, milk-fed, crate fattened, lb.	0 25	
Old roosters	0 16	
Roasting Chickens	0 28	
Young ducks		
Turkeys (old toms), lb.	0 31	

Eggs Keep on the Advancing Trend

Montreal.

EGGS.—The market for eggs continues very firm. Dealers are surprised to find the production of eggs is so very limited. As it is, at the present time, if it were not for eggs which are arriving on the market from Western Canada there would be a distinct shortage. Supplies are in fact already so short that three or four Montreal dealers replenished their supply last week out of cold storage eggs. Present prices do not show any profit on storage eggs, but it is simply a matter of filling the orders. New laid eggs are particularly scarce and are in good demand, selling wholesale at 52 cents. There is a little or no export inquiry for Fall shipment this week.

Eggs—		
New laid, specials	0 52	
Selects	0 48	
No. 1's	0 44	
No. 2's	0 40	

Cheese Market is Steady and Firm

Montreal.

Cheese.—The cheese market keeps as firm as the steady prices of the commission will admit of. The situation makes it hardly possible for dealers to make any important profit, and there is a quietness in the market on that account as far as tendency to price movements is concerned. But there is a good steady demand for cheese, and the factories are busy in the country while the farmers are getting good prices for the product. There are no changes in prices to retail locally.

Cheese—		
Large (new), per lb.	0 22	0 22½
New twins, per lb.	0 22	0 22½
Triplets, per lb.	0 22½	
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	

Butter Prices Keep Soaring in Country

Montreal.

BUTTER.—The condition of the market for butter is surprising dealers and puzzling them. Never have prices been so tremendously firm as now in the country. And they seem to continue to advance. Receipts of butter are smaller than in the previous year at this time. Quality is good, but farmers are able to hold for the higher prices and get them. Still at the surprising

price of 42½c in the country which was the figure at Cowanville last week, dealers cannot see how butter is to be sold in any big supply in the cities to ordinary consumers. Prices are advanced two cents a pound to the retailer this week.

Butter—		
Creamery prints (fresh made)...	0 44½	
Creamery solids (fresh made)...	0 44	
Dairy prints, choice, lb.	0 40	
Dairy, in tubs (choice)	0 39	
Bakers	0 35	

Honey Offered at Higher Prices

Montreal.

HONEY.—Offerings of clover honey during the past week have been liberal, indicating a very good crop in some sections, at any rate. Dealers in the country, however, report a good local demand, and are asking much higher prices than they did last year for their crop. The buckwheat crop is very promising, and it is, therefore, expected that in sections where buckwheat honey has been offered in past years, there will be a very large crop this season. It is too early, however, to predict as to prices.

Honey—		
Buckwheat, 5-10 lb. tins, lb....	0 12	0 12½
Buckwheat, 60-lb. tins, lb....	0 12	
Clover, 5-10 lb. tins, per lb....	0 14	
Clover, 60-lb. tins	0 13½	
Comb, per section	0 15	0 16

Maple Product—		
Syrup, 13 lbs. Imp. meas.,		
per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 16	0 17

Lard Is Higher; Meats Also Up

Toronto.

PROVISIONS.—There was a generally firm market for provisions during the week, with advances of ½c per pound recorded on medium hams, 2c per pound on plain backs, and 2c per pound on boneless backs. Bacon was ½c per pound higher. Cooked hams showed a firmer tendency by ½c, while mess pork in barrels was \$1 to \$1.50 per barrel higher. Pure lard showed a firmer tendency, and was quoted at 25c to 26c per pound on tierce basis. Compound lard inclined higher from the lower levels in some quarters, although the range in the market remained the same at 20½c to 21¾c. The position in compound lard is stronger, due to the higher market on cottonseed oil. Demand for lard and compound is reported to be improving rapidly. Demand on meats continues good. Live hogs took a big jump during the week, increasing by \$1.75 per hundred, making the price of fed and watered \$18.75 per 100 pounds, with every indication that

higher prices will be paid. Dressed hogs advanced \$2 per 100 in sympathy with the market for live hogs. Supplies have not been heavy.

Hams—		
Medium, per lb.	0 30	0 32
Large, per lb.	0 34	0 28
Backs—		
Plain	0 33	0 38
Boneless, per lb.	0 40	0 11
Bacon		
Breakfast, per lb.	0 34½	0 36
Roll, per lb.	0 28	0 29
Wiltshire (smoked), per lb.	0 31	0 31½
Dry Salt Meats—		
Long clear bacon	0 26	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 42
Hams, roast, per lb.	0 44	0 46
Shoulders, roast, per lb.	0 41	0 43
Barrel Pork—		
Mess pork, 200 lbs.	48 50	49 50
Short cut backs, bbl., 200 lbs.		50 00
Pickled rolls, bbl. 200 lbs.	47 00	49 50
Lard—		
Pure tircs, 400 lbs., per lb.	0 25	0 26
Compound tierces, 400 lbs., lb.	0 20½	0 21¾
In 60-lb. tubs, ¼c higher than tierces; pails, 1c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed		26 00
Live, off cars		19 00
Live, fed and watered		18 75
Live, f.o.b.		17 40

Butter Again Goes Up 1c Per Pound

Toronto.

BUTTER.—Higher prices were again recorded on butter to the extent of 1c per pound, due in large measure to the scarcity of that product. There has been a good demand locally and inquiry and sales into export channels has been good. There was general expectation in the Eastern markets that there would be a further increase in the price of butter in England, but such movement did not take place. There does not seem to be the required number of cattle on this continent to give the required production of milk for both butter and cheese. There is a shortage in the United States and cream from Canada has accordingly been shipped into the United States, which further accentuates the situation in Canada.

Creamery prints, fresh made ..	0 42	0 43
Creamery solids ..	0 41	0 42
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 37

Eggs Were Firm; Production Better

Toronto.

EGGS.—There was a strong market for eggs during the week and prices inclined slightly higher. Production is reported to be improving somewhat now that the hens have been able to get on the stubble. There is divided opinion in the market as to whether lower-priced eggs can be expected within the next two or three weeks. The assertion is made that if they do not come within that period that we have probably seen about the lowest point for the season. With the production better, it is pointed out that farmers usually seize this opportunity to store their supply of eggs for the winter, and that this may keep

the prices firm. Much depends upon the volume of eggs that come forward.

Eggs—		
New laids, cartons	0 50	0 53
New laid, ex-cartons	0 47	0 49
No. 1, ex-cartons	0 45	0 46
Westerns, ex-cartons		0 43

Cheese Prices Maintained Steady

Toronto.

CHEESE.—There was no variation from the set price paid by the Cheese Purchasing Commission, and prices locally held steady in conformity with the condition. There is a continued good demand for cheese for export and locally there has been fair movement. Things have apparently settled down to a steady grind in the cheese market.

Cheese—		
New, large	0 22¼	0 23
Old, large	0 29	0 31
Stilton (old)	0 29	0 32
Stilton (new)	0 23½	0 25

Supply of Hens Is Rather Light

Toronto.

POULTRY.—Supplies of live hens reaching the local market during the week were somewhat light, and prices being paid by dealers were accordingly higher by 2c per pound, the range being from 18c to 20c per pound. This price is as much as that being paid for dressed hens. Farmers are evidently busy with their harvesting activities, and this is causing the light arrivals. Ducks were not quite as plentiful during the week.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 14	0 17
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 18	0 20
Hens, fresh, dressed, per lb.	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over..	0 25	0 30
Squabs, dozen		4 00
Prices quoted to retail trade:—		
Hens, dressed	0 22	0 25
Ducks, dressed	0 22	0 25
Chickens, live	0 22	0 25
Do., dressed	0 30	0 35

Looks Like Lighter Honey Crop This Year

Toronto.

HONEY, MAPLE SYRUP.—From reports that have so far petered through, it would seem that honey will in all probability be a lighter crop this season. It is stated that there will be more basswood honey this year than clover honey in Ontario. The extreme wet weather of spring is reported to have sent the clover mostly to stalk and leaf, with a shortage on flowers. In some sections where the clover was on dry or sandy land the yield will be up to last year, but on low-lying land the production will not equal last year. One of the factors operating to cause dearer honey is the higher price of tins, which, it is stated, will add another 1½c to 2c per pound. Some of the new-crop honey has been purchased in the country at about the price paid last year to the producers. Some comb honey is expected to reach the market this week, and will be quoted at \$3 per dozen for No. 1 and \$2.60 per dozen for No. 2. Old crop comb honey is still selling at \$2.50

to \$2.75 per dozen.

Honey—		
Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 50	2 75
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

Hogs Reach New High Level

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market last week advanced from \$15.75 to as high as \$17.35. This was in sympathy with American and Eastern markets. Receipts continue light, and with this state of affairs it is likely that high products will advance. **EGGS.**—This market is much firmer. Winnipeg houses are paying as high as 37 to 38c straight receipts, whereas city merchants are paying 39c for No. 1 candled. Large quantities are not offered at this figure. The production of eggs is very light. **CREAMERY BUTTER.**—During the week this commodity has had a firmer undertone, although price remains unchanged. It is expected that higher prices will prevail later on. **DAIRY BUTTER.**—The production has fallen off considerably, and this has brought about a slight rise from 32 to 32½c. There is nothing new about the cheese market.

Hams		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 36
Backs, regular		0 34
Dry Salt Meats—		
Long clear bacon, light.....	0 25	
Backs	0 26	
Barrelled Pork—		
Mess work, bbl.		45 00
Lard, Pure—		
Tierces		0 25½
20s		5 40
Cases, 5s		15 82
Cases, 3s		15 90
Lard, Compound—		
Tierces		0 20¼
Tubs, 50s, net		10 38
Pails, 20s, net		4 40
Fresh Eggs—		
New laids		0 39
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large, fresh	0 22½	0 23
Butter—		
Fresh made creamery, No. 1 cartons		0 40
Fresh made creamery, No. 2..		0 39

PACKERS SUGGESTION TO BUYERS OF DRIED FRUITS

A large U. S. packing firm has issued a request to buyers of dried fruits, prunes, etc., that they make their purchases this year as much as possible in twenty-five pound boxes, unfaced; this as a matter of economy, and incidentally a saving to the packers. It has been pointed out that by doing this the purchasers will save at least fifty dollars a car load and relieve the packers of all the extra labor required in facing the top layer of the boxes. The saving of labor is all important as labor just now is scarce. It is also pointed out that purchases made in unfaced boxes, beside relieving the labor situation, will expedite shipment—a feature which is bound to be unusually important this fall.

WHEN THE LATE FRUITS ARRIVE

We have every reason to believe, in view of all the publicity given the subject of preserving, that the housewife is going to put up all the available late fruits. This means to you more sales of



LANTIC PURE CANE SUGAR


Glass Jars
Jelly Glasses
Jar Rings


It is to our mutual interests and the interests of the country that we do everything possible to encourage the preserving idea. Public spirit and private economy should influence the housewife to give this question serious consideration.

Lantic Sugar is the best for preserving.

ATLANTIC SUGAR REFINERIES, LIMITED
Montreal, Que.

JAPAN TEAS

 We have always specialized in Japan teas and the trade know that we carry the largest stock of any importing firm in Canada.

 The market has advanced on this season's teas from 5c. to 8c. per lb.

We have a large selection of cup quality grades. Samples and prices on request.

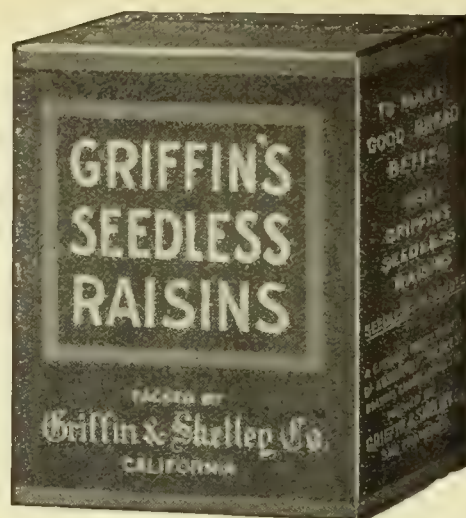
KEARNEY BROS., LIMITED

Tea and Coffee Specialists

33 St. Peter Street

Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.



Griffin's Seedless Raisins

To boast of Griffin's Seedless is a thing
that's really needless;

They are whole and clean and never
oversweet;

Are uniform in size and dainty otherwise,
And good enough for any king to eat.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



**Note the name and
the package.**

**You will stock this line
some time. Why not now?**

Manufactured by
THE B & L MFG., CO. Ltd.

SHERBROOKE

Mention This Paper When Writing Advertisers

The best
Orange Marmalade
 is
Wethey's
 Are you selling it?



**IT'S
 EASY**

to sell the delicious, wholesome Pure Concord Product—

Barnes Grape Juice.

You'll like the profits and the "repeats."

**The Ontario Grape Growing
 and Wine Mfg. Company**
 ST. CATHARINES, ONT.

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered
 Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
 Established 1780
 Montreal, Can. Dorchester, Mass.

We sell Wholesale and Retail Grocery and Hardware trade. Have five travellers. Want attractive line to push. Address Box 535, CANADIAN GROCER.

KLIM

SPELL IT BACKWARD
 PURE SEPARATED MILK
 IN POWDER FORM
 FOR ALL COOKING
 WHERE MILK IS NEEDED

One great advantage of KLIM is that your customer can use the exact amount required for the bread, cake, gravy or whatever it is that she is making and then after replacing the cover on the tin place it back on the shelf—and the KLIM will be sweet and fresh whenever it is needed again.

Order the household size from your wholesale grocer.

**CANADIAN MILK
 PRODUCTS LIMITED**

10-12 William St., TORONTO
 10 Ste. Sophie Lane, Montreal

— ALSO STOCKED BY —
W. H. Escott Co., Limited
 Winnipeg Calgary Regina
 Edmonton

Kirkland & Rose
 Vancouver

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

**No Other Paper Reaches
 All These Men.**

In Selling a Business?

In Buying a Business?

In Engaging a Clerk?

In Securing a Position?

In Securing a Partner?

In Disposing of Second-hand
 Fixtures?

Then you should use
**Canadian Grocer's Classified Ad.
 Columns.**

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
 143-153 University Ave., Toronto

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

By preserving only the very choicest fresh fruits under the most ideal conditions we have created in Furnivall's Fine Fruit Pure Jam a quality standard that's hard to equal.

Keep it displayed.

FURNIVALL-NEW, Limited

Hamilton, Canada

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing $\frac{1}{4}$, $\frac{1}{2}$ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST.

MONTREAL

D. H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

W. C. Edwards & Co., Ltd.

OTTAWA

ONTARIO

Manufacturers of

BOX SHOOKS

**GOOD WASHBOARDS AT PRICES
THAT SELL**

Every one of our washboards is made to give years of satisfaction and service. And the price is attractive.

Our lines:

CANUCK (Glass), SUPERIOR. SOLID GLOBE and COMPETITOR GLOBE in Metal or Zinc. WASH-DAY SURPRISE and ECONOMY in Metal.

Every sale means a good profit.

CANADIAN WOODENWARE CO.

Manufacturers of Washboards in Zinc, Glass and Metal
ST. THOMAS, ONTARIO

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King

EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

In our Prohibition Provinces and elsewhere, most people are delighted with this delicious beverage. And so are dealers, for

**Hop Malt Beer
Extract**

sells quickly and sells well, wherever presented. Helps anyone to make a most delightfully flavored, genuine, wholesome Lager Beer at home. Conforms strictly to Temperance Act. No license necessary. Agents still required in many places. Write at once.

HOP MALT COMPANY

Dept. S. Beamsville, Ont.

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad. Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Popular Summer Dessert

The hot summer days call for lighter desserts. No woman wants to spend her precious time and energy making up the usual heavy ones all the time when she can introduce variety and satisfaction by using

Shirriff's Jelly Powders

What could be more delicious than a Shirriff's jelly with fruit or ice cream for the hot days? - They can be prepared for the table in a few minutes. And if the housewife sees your windows attractively decorated with our free window displays, she will quickly get the idea and make you a good customer.



Why not start with a case or two right away. Write us.

Imperial Extract Company - Toronto



Speedy and Profitable Soap Sales

Grocers appreciating quick-selling, customer-pleasing lines should concentrate their selling efforts on this aptly named and popular soap.

Put in a window display to-day and let results speak for themselves. You'll find Wonderful Soap a good profit-maker.

You will find "Crystal Soap Chips" a live seller.

Guelph Soap Co.
Guelph, Ont.



Tell your customers

about the sweet, delicious purity of MARSH'S GRAPE JUICE. Repeat sales will quickly convince you that this is a line worth pushing.

Five-case lots or more prepaid to any point in Ontario or Quebec.

The Marsh Grape Juice Company

Niagara Falls - Ontario

Agents—
MacLaren Imperial Cheese Co., Ltd.
Toronto, Ont.

Rose & Laflamme, Ltd.
Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

Pleasure for Canadians to Obey Food Controller's Order

TO give strict heed to the order of W. J. Hanna, Dominion Food Controller, that Canadians should conserve the meat supplies by making greater use of fish and sea foods, is really a very pleasant duty to those who are familiar with the delicious products put up under the Brunswick Brand.



Win the appreciation of your customers

by offering them complete assortment of the appetizing Sea Foods distinguished by the

Brunswick Brand

KEEP these goods well displayed in the windows and on the counter. Suggest them with every order. It will mean additional business and extra profits for you; and your customers will appreciate your thoughtfulness in having suggested such delicious foods.

Your Wholesaler has these:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams

Connors Bros., Limited
Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars 16 oz.
glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

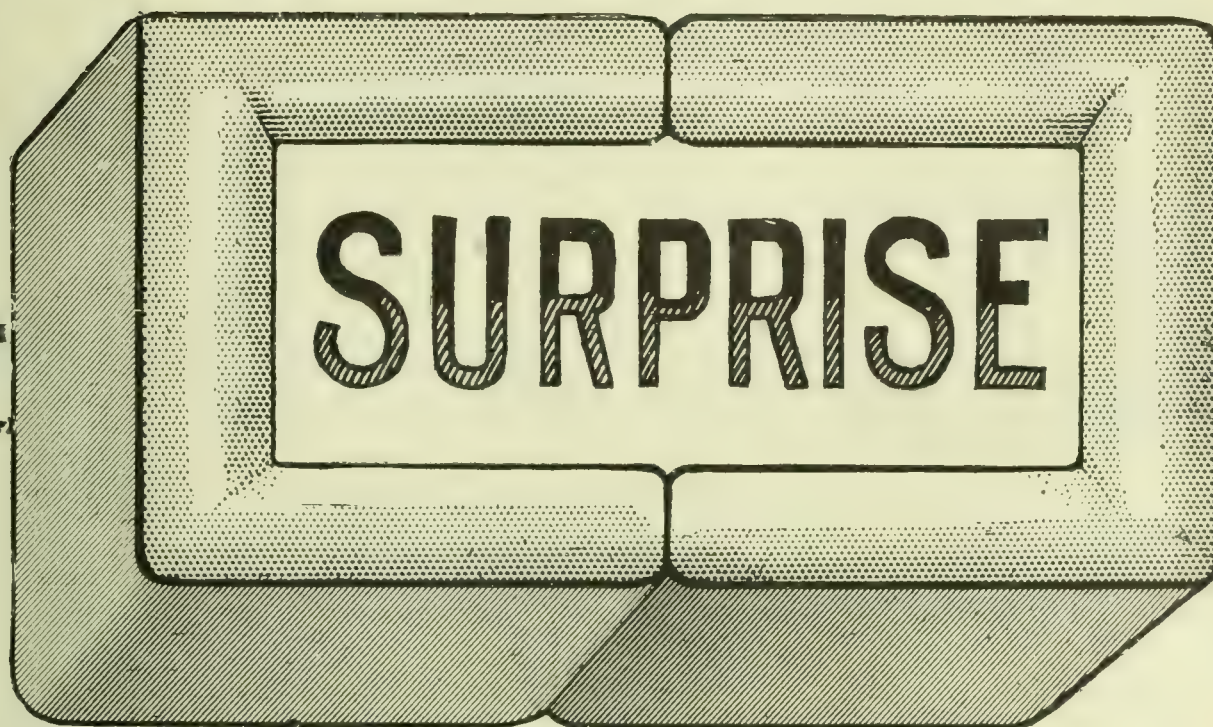
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$8.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz...	2.45
Perfection, ¼-lb. tins, doz....	1.35
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.36

A PURE HARD SOAP



PURITY. The manufacture and sale of "SURPRISE" have always been undertaken with the assurance of a high standard of PURITY, guaranteed by the use of pure ingredients.

HARDNESS. It is no longer necessary for you to store up soap to make it HARD. "SURPRISE" is hard and ready for immediate use.

THE ST. CROIX SOAP MANUFACTURING COMPANY

ST. STEPHEN, N.B.

Montreal

Toronto

Winnipeg

Vancouver

West Indies

If any advertisement interests you, tear it out now and place with letters to be answered.

Your Word Carries Weight

—with your customers. They trust your judgment. They will try what you suggest, and use what you recommend. Many of your customers will come back and thank you for showing and recommending

Sunset Soap Dyes

because they are so cleanly to use, so economical and satisfactory. These wonderful dyes do not stain the hands or soil utensils. Goods to be dyed need not be washed. Sunset Dyes clean and dye at the same time. Contain no acid—will not injure delicate fabrics. They come to you attractively packed and boxed, ready to place on your counter.

□

For prices and trade discounts write—

Canadian Distributors:

**HAROLD F. RITCHIE & COMPANY
LIMITED**

TORONTO : ONTARIO

□

Manufactured by

SUNSET SOAP DYE CO., Inc.

NEW ROCHELLE, NEW YORK

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	3 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box..	0 95
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can	No. 1 Pint Cylinder Can ...
No. 16 Jar	No. 4 Jar
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can..	No. 1 Pint Cylinder Can.....
No. 10 Can	Picnic Can

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz...	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—½s, *\$2.90: 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—½s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—½s, \$2.	
Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$9.	

If any advertisement interests you, tear it out now and place with letters to be answered.

Prompt answering means pleased customers

Make your telephone a better source of profit and customer-satisfaction by making it a rule to answer all calls promptly and courteously.

Polite, prompt telephone service puts your customer in a receptive mood, where she is willing to receive and accept suggestions from you.

Your telephone will cover its own cost and pay for its rental many times over if you see to it that every call is answered promptly and politely.



Good service . . . our true intent.



The Bell Telephone Co. of Canada

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont. Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax
St. John
Quebec
Ottawa
Winnipeg
Edmonton
Lethbridge
Calgary
Fernie, B.C.
Moose Jaw
Saskatoon
Vancouver
Victoria

John Tobin & Co.
Baird & Peters.
J. B. Renaud & Co.
Provost & Allard.
The Codville Co., Ltd.
The A. Macdonald Co.
The A. Macdonald Co.
Simington Co., Ltd.
Western Canada Wholesale Co.
The Codville Co., Ltd.
The Codville Co., Ltd.
Kelly, Douglas & Co.
Kelly, Douglas & Co.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.

If any advertisement interests you, tear it out now and place with letters to be answered.



Vegetables

How do you keep them fresh for your customers and in view? Keep them in view and they are easier sold.

FREEMAN

VEGETABLE DISPLAY STAND

takes care of everything and allows a fine mist to fall on your vegetables and keeps them in the best of condition.

Write for catalogue and prices.

W. A. FREEMAN & CO., LIMITED
Hamilton, Canada

ROLLED BACON

Sugar Cured, Boneless,
nice fresh goods and
low in price.

*Let us have a sample
order from you.*

F. W. FEARMAN CO.
LIMITED
HAMILTON

Cambridge Sausage, 1s, \$4; 2s, \$7.75.

Boneless Pigs' Feet, ½s, \$2; 1s, \$3.50; 2s, \$8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.25; 4s, \$20.

Sliced Smoked Beef, glass, ¼s; ½s, \$2.25; 1s, \$3.50.

Tongue, Ham and Veal Pate, ½s, \$1.95.

Ham and Veal, ½s, \$1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, \$1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, \$3.75; 1s, \$7; 1½s, \$12.50; 2s, \$16.

Ox Tongues, Glass, 1½s, \$13; 2s, \$15.

Minced meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.

Individuals, 95c.

Tomato Sauce, 1½s, \$1.85; Chili Sauce, 1½s, \$1.85; Plain Sauce, 1½s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

Spaghetti with Tomato and Cheese, ½s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre

cs. 8 00

Neptune 8 50

San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 12 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6

doz. pts., doz. 1 35

Ginger Ale, Trayders, cs., 6

doz., splits, doz. 1 25

Club Soda, Trayders, cs., 6

doz., pts., doz. 1 30

Club Soda, Trayders, cs., 6

doz. splits, doz. 1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb.

tins, lb. 0 54

Princess Blend, 50 and 30-lb.

tins, lb. 0 52

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 36

Victoria, ch., 90 lbs., lb. 0 30

COFFEES

Victoria, Java and Mocha

Blend, 1 lb. tin, lb. 0 35

Victoria, 5, 10, 25, 50-lb. tins

lb. 0 33

Princess, 1-lb. tin, lb. 0 23

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., ¼-lb. \$ 1 85

D. S. F., ½-lb. 3 50

D. S. F., 1-lb. 6 80

F. D., ¼-lb. 1 15

Per jar

Durham, 4-lb. jar, each. 1 30

Durham, 1-lb. jar, each. 0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60

Lemon, 2 dozen 1 80

Orange, 2 dozen 1 80

Raspberry, 2 dozen 1 80

Strawberry, 2 dozen 1 80

Chocolate, 2 dozen 1 80

Peach, 2 dozen 1 80

Cherry, 2 dozen 1 80

Vanilla, 2 dozen 1 80

Weight 4 doz. case, 15 lbs.; 2 doz.

case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50

Chocolate, 2 dozen 2 50

Vanilla, 2 dozen 2 50

Strawberry, 2 dozen 2 50

Lemon, 2 dozen 2 50

Unflavored, 2 dozen. 2 50

Weight 11 lbs. to case. Freight

rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz.
in handsome counter carton,
per doz. \$ 1 05

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

5c Round 10c Oval
litho. litho.
dredge dredge

SPICES. Per doz. Per doz.

Allspice \$0 48 \$0 95

Arrowroot, 4 oz. tins

90c 0 95

Cayenne 0 48 0 95

Celery salt 0 95

Celery pepper 0 95

Cinnamon 0 48 0 95

Cinnamon whole, 5c.

pkgs., window

front 45c 0 95

Cloves 0 48 0 95

Cloves, whole, 5c.

pkgs., window

front 45c 0 95

Curry powder 0 95

Ginger 0 48 0 95

Mace 1 25

Nutmegs 0 48 0 95

Nutmegs, whole, 5c

pkgs., window

front 45c 0 95

Paprika 0 48 0 95

Pepper, black 0 48 0 95

Pepper, white 0 51 1 00

Pastry spice 0 48 0 95

Pickling spice, win-

dow front, 95c 0 95

Shipping weight per

case 10 lbs. 15 lbs.

Dozens to case 4 5

CANADIAN

Tomatoes

Cucumbers

and Peppers

Huckleberries

Thimbleberries

**Early Peaches, Pears,
Plums and Apples**

Also all kinds of

**California and Southern
Fruits**

HUGH WALKER & SON

GUELPH, ONT.

Established 1861

FRUITS

The largest assortment in the trade. Pears, Peaches, Plums, Grapes, Tomatoes, Oranges, Lemons, Bananas. Good local Peaches will be starting shortly, and we wish to advise the trade that we will handle the packs of the principal growers in Niagara Peninsula.

Enquiries invited.

WHITE & CO., LIMITED

Fruit Market

Main 5529

:::

TORONTO

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

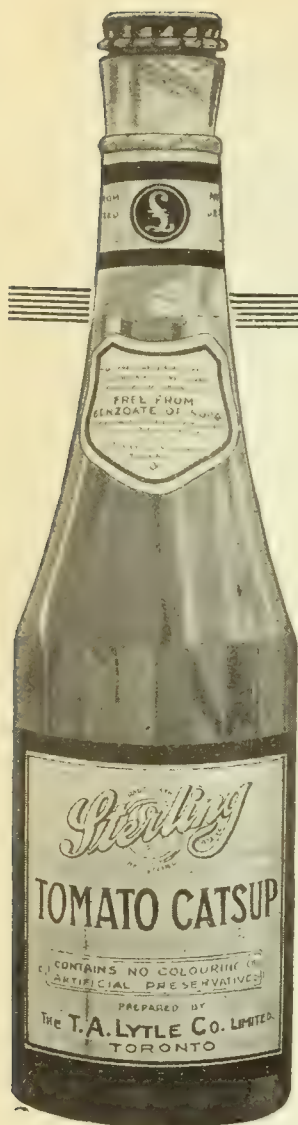
*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO



You'll be delighted

with this big customer-satisfier — its sales-building, profit-making qualities are unexcelled, while its delicious piquancy and all-round goodness equal the most expensive imported brands.

STERLING TOMATO CATSUP is entirely Canadian-made, and can be safely recommended to the most critical connoisseur.

T. A. Lytle Co., Ltd.
STERLING ROAD, TORONTO

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

TWO GROCERY SALESMEN COVERING ALBERTA with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

BUSINESSES FOR SALE

EIGHT THOUSAND GENERAL STOCK—FINE farming district. May continue or remove. Sixty-eight cents; half cash. Curiosity seekers and realty men, save postage. Box 444, Canadian Grocer.

FIRST-CLASS GROCERY BUSINESS—TORONTO—one thousand dollars; splendid location, also the property; will sell or rent on easy terms.

GROCERY AND CONFECTIONERY BUSINESS, Toronto; seventeen hundred; doing fifteen hundred monthly; a splendid business.

BUTCHER BUSINESS, TORONTO; TWO thousand dollars; sales over five thousand monthly; fortune here for hustler.

CIGARS, TOBACCOS, STATIONERY AND magazine business, Toronto; sixteen hundred dollars; doing eight hundred monthly; a money-making business.

GENERAL BUSINESS; FIVE THOUSAND; Peterboro County; doing twenty thousand yearly, also the property, six thousand on easy terms; a live business.

LARGE LIST OF BUSINESSES FOR SALE. Box 244, Canadian Grocer.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in **CANADIAN GROCER** may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION WANTED

A YOUNG, EXPERIENCED GROCERY SALESMAN desires a position with good prospects. Write J. M. C., Box 57, Listowel, Ont.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in **Canadian Grocer**. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

SALESMEN WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in **Canadian Grocer**. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

COUNTER FOR SALE—27 FEET LONG, 16 ft. of which is with plate glass top and display drawers. Low price for quick sale. F. W. Banford, Hawkesbury, Ont.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. **Canadian Grocer** has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in **Canadian Grocer**. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

FIXTURES FOR SALE

FOR SALE ONE 1 HUNDRED ACCOUNT McCaskey; used one year; \$65.00. One 30-lb. Brantford computing scale; used one year; \$85.00. These scales are as good as new. Apply R. Turner, 505 N. Christina St., Sarnia, Ont.

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in **Canadian Grocer**. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET, - - TORONTO


We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - - - - - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

COCOANUT Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid \$10.50.

Technical Book Dept.— MacLean Publishing Company
143-153 University Ave. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

LET US MARKET YOUR PRODUCT IN WESTERN CANADA

Our selling organization covers the Prairie Provinces from the head of the Great Lakes westward.

Give snap and variety
to your cooking with

Lea & Perrins

The original
and genuine
Worcestershire Sauce.

Sold by Grocers Everywhere.

Made in
Canada



No Better Salt
in the World

Windsor
Table
Salt

Made in
Canada

THE CANADIAN SALT CO. LIMITED

215

Lantic
Sugar

*These are among the
Trade Marks of National
Reputation which we
represent on the Western
Market.*

REGAL
FREE RUNNING
Table Salt

An efficient selling organization, coupled with an old established connection with the Wholesale Trade, places us in a position to offer you **unexcelled facilities** for marketing your products.

We solicit accounts of large and progressive Manufacturers wanting active and responsible representation.

Get your share of the Western Demand. Write us to-day

H. P. PENNOCK & CO., LIMITED

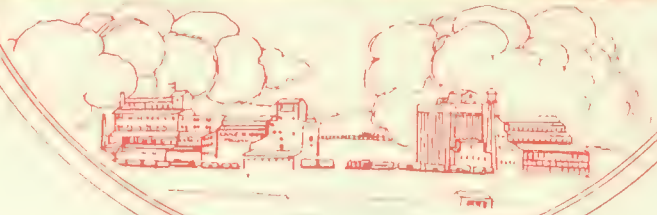
WHOLESALE GROCERY BROKERS

SASKATCHEWAN
MANITOBA

Head Office **WINNIPEG**, Manitoba

ALBERTA
WESTERN ONTARIO

Representing The Canadian Salt Co., Limited; Atlantic Sugar Refineries, Limited; Lea & Perrins, etc.



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

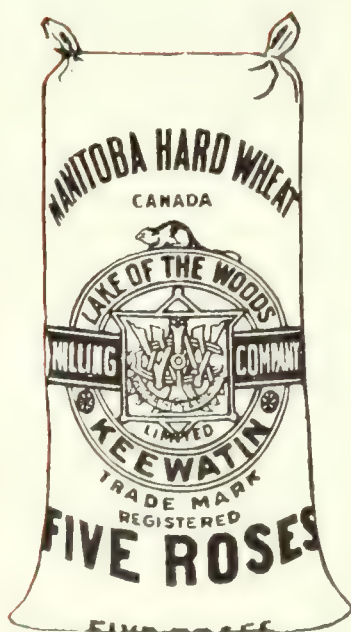
**LAKE OF THE WOODS MILLING CO.,
LIMITED**

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities



Daily Capacity
27,400 Bags of 98 lbs.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST 31st, 1917

No. 35

To Our Friends in The Trade

OWING to the shortage of labor, also difficulty in securing cars and raw material last winter, we are very considerably behind in shipments.

In addition, the Meat Packers and other industries of like nature, having Government contracts for supplies, are making such excessive demands on us, that although additional equipment has been erected, we regret it is impossible for us to give prompt service.

We must, therefore, ask the forbearance of our customers, and assure them that we are doing everything possible under the most abnormal conditions prevailing.

The Canadian Salt Co.
Limited

Windsor, Ontario



SALES HELPS

YOU are cordially invited to visit our Exhibit at The Canadian National Exhibition in the Industrial Building, Number 2, August 25th to September 8th.

The many merits of

O-Cedar Polish and **O-Cedar Mop Polish**

also the other O-Cedar Products will be demonstrated and explained.

The different advertising and sales helps will be shown and how to use and arrange them to best advantage.

It is hard to tell who are merchants, so if you will make yourself known to our representative, he will give you all the information desired.

We would also be glad to show you our factory and how O-Cedar Products are made. We trust we shall be honored with your visit.



CHANNELL CHEMICAL COMPANY, LIMITED

369 SORAUREN AVENUE

TORONTO, CANADA

KING GEORGE'S NAVY

**CHEWING
TOBACCO**

is extensively advertised to the consumer

And consequently there is a growing demand everywhere for this delightfully satisfying "Chew."

Its quality makes a steady customer of the most critical veteran.

A trial display will show you what real tobacco sales are like.

And every sale rings up a good, big profit.



Rock City Tobacco Co., Ltd.

Looking At It From Any Angle

it pays the grocer to feature the lines with nation-wide reputation.

The sales that are worth while are the quick sales that give clean profits, satisfy your customers and guarantee repeat business.



**The
Borden
Line Is
Worth Featuring**

The Borden Eagle Trade Mark is known in every community in Canada. Your customers know it is a symbol of all that is pure and wholesome in Milk Products.

Make your window and counter displays the connecting link between Borden popularity and your cash profits.

ASK YOUR WHOLESALER

Borden Milk Company, Limited

"LEADERS OF QUALITY"

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver, B.C.

E. D. SMITH'S

100% PURE

BLACK CURRANT JAM

The very first taste of the new season's *E.D.S. Black Currant Jam* will make a "come-back" customer every time.

—And your first sales will be easy—the attractive, neatly-labeled containers get the attention and suggest the sale—while the profit margin is big enough to make *E.D.S. Black Currant Jam* particularly worth featuring.

Order from your wholesaler.

E. D. Smith and Son, Limited
WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

CLARK'S PREPARED FOODS



Assure
you
**PRIME
QUALITY**



CLARK'S PORK AND BEANS

Beefsteak and Onions
Cambridge Sausage
Corned Beef
Roast Beef
English Brawn
Loaf Meats
Corned Beef Hash
Minced Collops

Soups (Full Assortment)
Potted Meats
Sliced Smoked Beef
Spaghetti with Tomato
Sauce and Cheese
Tongue, Ham and Veal
Fluid Beef Cordial
Peanut Butter

Etc., Etc., Etc.

Good Business is always the result of Quality.

W. CLARK LTD.

MONTREAL

Clark's

100 Cars Red and Yellow Onions in Car lots or less.

From the largest Onion
growing section in Canada.

Correspondence invited.

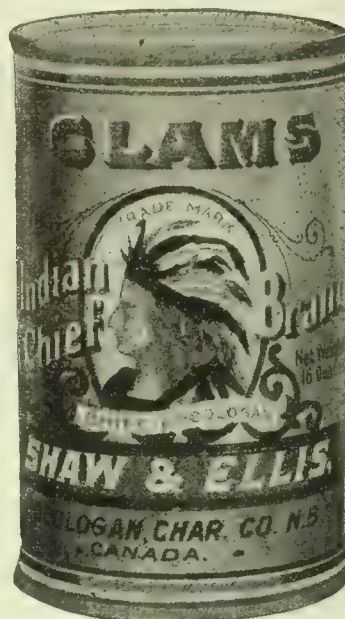
Leamington Onion Association

Leamington, Ontario

E. E. ADAMS, SALESMAN

INDIAN CHIEF BRAND CLAMS

Ideal for Camper or Cottager



A stock of these high-grade, wholesome, easily prepared sea foods will help you to get a bigger slice of the summer camper and cottager's trade.

A few minutes—just while they are being heated to a simmer—is all the cooking required to make Indian Chief Brand Clams ready for the table. And their quality will so please that repeats are absolutely sure.

Your jobber can
supply you.

Packed by

SHAW & ELLIS

Pocologan, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

Two Big Favorites from the popular Royal Shield Brand of Goods



Housewives to whom quality makes a big appeal show a strong preference for

ROYAL SHIELD COFFEE and ROYAL SHIELD BAKING POWDER

Your particular customers will find the unexcelled goodness of these two leaders unusually acceptable. And you can look forward to many re-orders once they get to know Royal Shield quality.

Stock up now. Royal Shield Jelly Powder, Spices, Tea, Flavoring Extracts, etc., are all worthy of a place in your exhibits. Try them out.



Campbell Bros. & Wilson

LIMITED

*Wholesale Grocers and Packers of
Royal Shield Brand of Goods.*

WINNIPEG

BRANCHES

Campbell, Wilson & Horne, Ltd.—Ca gary, Lethbridge, Edmonton, Red Deer.
Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.
Campbell, Wilson & Millar, Ltd.—Saskatoon.

THE TRUTH ABOUT RANGOON BEANS

The Canadian Government has never prohibited the importation of Rangoon Beans, but shipments are held until samples are examined by Dominion Analyst, a question of 24 to 48 hours.

These Government regulations apply to all beans coming into Canada from the Orient, not only Rangoon, but Japanese, Manchurian, etc., etc.

The Government says Rangoon beans are GOOD FOOD. Under date August 10th, 1917, the Department of Inland Revenue says the Chief Analyst has ascertained that Rangoon Beans are a WHOLE-SOME AND NOURISHING FOOD, and any traces of Hydrocyanic Acid they may contain are entirely eliminated by proper cooking. The same is borne out in a Customs Department circular No. 2103 B, dated August 8th, 1917.

We would call your attention to the photographic copy of original letter from the Department of Inland Revenue reproduced on the page opposite.

THE TRUTH ABOUT RANGOON BEANS

DEPARTMENT OF INLAND REVENUE,
CANADA

L 168695.

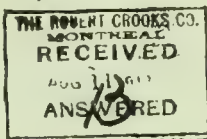


113086.

Deputy Minister's Office.

Ottawa, August 10th, 1917.

The Robert Crooks Company of Canada, Limited.

11 St. Sacramento St.,
Montreal, P.Q.

Gentlemen:

I am in receipt of your letter of August 9th,
and in reply thereto beg to state that I have no ob-
jection to answering the three questions embodied therein.

QUESTION 1.

Have the Government Prohibited the importation of
Rangoon Beans into Canada?

ANSWER. The Government has not prohibited the importation
of Rangoon Beans into Canada, but all shipments are
held until samples are examined by the Chief Analyst
of the Department.

QUESTION 2.

Are the Government testing all arrivals of Rangoon
Beans entering Canada?

ANSWER. Yes, and under the present regulations, all shipments
which are found to contain less than 20 parts of
Hydrocyanic Acid, out of 100,000 parts, are allowed
to pass.

QUESTION 3.

May shipments of Rangoon Beans which have been passed
by the Government be considered wholesome and nour-
ishing food when properly cooked?

ANSWER. The Chief Analyst is, at present, making a thorough
investigation of this whole matter. So far he has
ascertained that these Beans are a wholesome and
nourishing food provided they contain only very
minute traces of Hydrocyanic Acid. It is also es-
tablished that proper cooking eliminates this acid
entirely, when present in the proportion last stated.

Yours very truly,

J. U. Vincent.
Deputy Minister.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



WESTERN FACILITIES

We have first-class warehousing and trackage facilities in a central location.

Our storage space enables us to carry stocks to advantage, and to distribute them economically.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

**This Space is Yours
For \$2.50
On Yearly Order**

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Truck.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE

from
COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C.H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Special Offerings in
Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

DISPLAY WORK, BOOTHS, ADVERTISING
CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window
dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE

ONTARIO

**OPEN FOR AGENCY FOR THE
CITY OF OTTAWA**

Satisfaction Guaranteed.

Best of Reference.

M. M. WALSH

310 BAY ST.

OTTAWA

More Lines Wanted

Commission agent located in the
North Country is open to look after
several good lines for manufactur-
ers and wholesalers.

I cover the territory from Sudbury
to Hearst and also the Porcupine
District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123.

TIMMINS, ONT.

DON'T STOP ADVERTISING.

Keep your name to the front, so
that you are in the market for the
business that is going and for the
new business that is coming. Do
not let the world think that you
have "gone under."

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive,
interesting and instructive book
ever published on Coffee. It is
attractively written and richly
illustrated, and should be read by
all who deal in or use Coffee. The
contents include:

Cultivation and Preparation.

Commercial Classification and
Description.

Adulteration and Detection.

Art of Blending, Preparing, etc.

This work, written by one of the
greatest authorities in the world
upon the subjects of Tea and
Coffee, will be mailed to you post-
paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

ESTABLISHED 1849.

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
Halifax, N.S.
London, Ont.
Ottawa, Ont.
St. John, N.B.

Vancouver, B.C.
Hamilton, Ont.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of
vigorous, conscientious and successful
work.

THOMAS C. IRVING, General Manager
Western Canada
TORONTO

Kindly mention this paper when
writing to advertisers.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

Complete Trade Connection.
Reference—Home Bank of Canada.

JOHN E. TURTON

55 St. Frs. Xavier St. - Montreal
Phone Main 2628

Buyers and Sellers of

**All Kinds of Grains and
Seeds**

**Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.**

QUEBEC.

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

A want ad. in this paper will
bring replies from all
parts of Canada.

MARITIME PROVINCES.

BROOMS WANTED.

Line of reliable brooms on commission for
Nova Scotia, New Brunswick and Prince
Edward Island. We guarantee results.
Reference: Bank of Nova Scotia.

SUPPLIES, LIMITED,
Manufacturers' Agents and Brokers,
Kentville - - - Nova Scotia.
Open for other lines not conflicting with
present agencies.

*Some Work for Pleasure;
We Work for Results, and
get them.*

*Some Work to Pass the Time
Away;*

*We Pass the Time Away
by Working.*

C. B. HART, Reg.

*Wholesale Grocery and Merchandise
Brokers*

489 St. Paul St. W. - Montreal

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

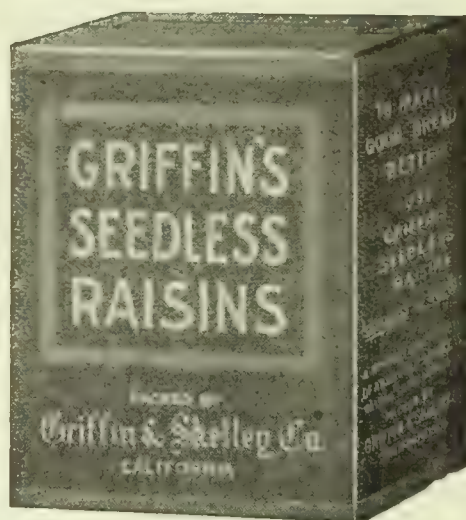
We want representatives in every district in Canada to look after our subscription business. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue
Toronto, Canada

Three dollars a year is all it costs to have this publication mailed to your address every week.

All the Goodness of California's sunshine
is contained in a package of



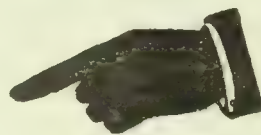
Griffin's Seedless Raisins

Recommend them to your customers

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



**Note the name and
the package.**

**You will stock this line
some time. Why not now?**

Manufactured by

THE B & L MFG., CO. Ltd.

SHERBROOKE

Mention This Paper When Writing Advertisers



JAPAN TEA

Fresh from the land of
cherry-blossoms, packed
and exported under the control of
the Japan Tea Growers' Associa-
tion which guarantees its purity and
quality, Japan Tea reaches you in all
its unadulterated strength, delicacy of
flavor and delightful aroma.

ON SALE AT ALL
GROCERS

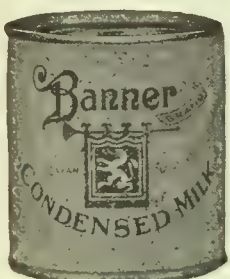
The Japanese Government prohibits
adulteration and coloring of Tea

Canada is a large and growing market for Japan Tea.

The growth is partly the result of our consumer advertising, but is largely due to the delicious, fascinating, satisfying quality of the tea itself.

Are you getting your share of the success of this big Japanese industry by featuring Japan Teas?

Order from your wholesaler.



Show Malcolm Milk Products every day

You'll like the way they sell and the profits they produce.

Your customers will like the delicious good quality of these Canadian-made leaders.

If you're not already selling **Malcolm Milk Products** try them out to-day.

5-case lots delivered to any point in Ontario, Quebec and the Maritime Provinces and freight paid up to 50c per 100 pounds.

The Malcolm Condensing Co., LIMITED

ST. GEORGE, ONT.

The Only Canadian Condensed Milk Company



Make a display of this pottery.
The demand is big.

Every good housewife will soon be busy putting away the winter supplies of butter, eggs, fruits and vegetables.

Our high-grade, sanitary pottery is especially suited to such requirements and a suggestion on your part will pull big sales and good profits, too.

Order a stock now. We'll ship promptly.

$\frac{1}{2}$ gallon to 6 gallons inclusive, 12c. per gallon.

8 gallon.....	} at 15c per gal.
10 gallon.....	
12 gallon.....	
15 gallon.....	} at 18c per gal.
20 gallon.....	
25 gallon.....	
30 gallon.....	} at 20c per gal.
35 gallon.....	
40 gallon.....	
50 gallon.....	} at 24c per gal.
75 to 500 gallon sizes made to order only.	

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

Lively Polly displays are attractive

and the quick, easy sales that follow make this a line worth considerable attention on the part of the grocer.

Are you stocked?

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg.
MONTREAL



If any advertisement interests you, tear it out now and place with letters to be answered.



SELL PRESNAIL'S PATHFINDER CIGARS

Lawrence, Long Island,
New York, U.S.A.

To Dominion Canners, Ltd.,
Hamilton.

*This letter from
the States is
interesting to
Grocers.*

While I was in Montreal stopping at
the Ritz-Carlton Hotel, I ate some Mar-
malade which I was perfectly crazy about,
so much so that I asked the chief steward
where I could get some, and he gave me
your address.

I should very much like you to send
me prices of the orange marmalade,
duty, etc., and as soon as I hear from you
will give my order.

Thanking you so much and trusting to
hear from you very shortly, I am,

Very sincerely,

(Name on request)

*This is the favorable
time to buy*

Orange Marmalade

Sugar is high in price.

Oranges hard to secure
—owing to ocean bot-
toms being scarce.

Aylmer
Orange Marmalade

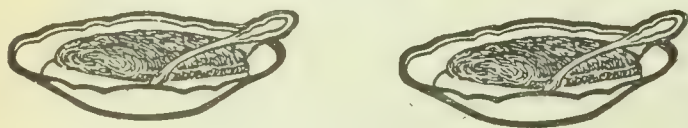
Buy Now, for Future Profits

DOMINION CANNERS, LTD.
HAMILTON - CANADA

A Profit All the Year 'Round

Shredded Wheat is so nourishing that it will take the place of eggs or meat, but no other cereal will take the place of

Shredded Wheat



Always the same price, always the same high quality, the cleanest, purest, most nutritious of all cereal foods.

And the article that sells so steadily as this pays you best in the long run. Shredded Wheat is an all-year-round profit maker.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"Made in Canada"

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East



Williamson's Lightning Healing

Powders are wanted in every community

Farmers and horse-owners appreciate the curative properties of Williamson's. We want you to profit by this.

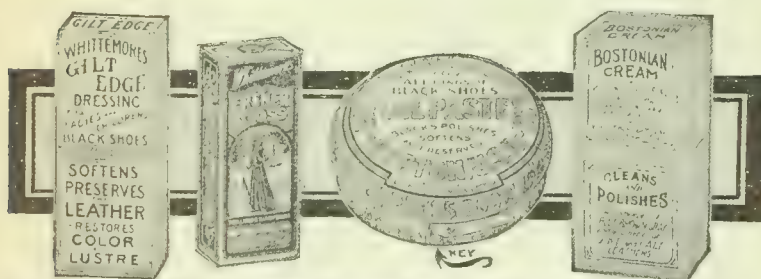
One of our trial supplies will show you what this line offers you. We will send you one, dozen free of charge, express prepaid, you to make remittance when goods are sold.

Every sale gives satisfaction and leaves you a profit of \$2 per dozen.

Harness dealers should order through jobber.

The Williamson Mfg. Co.

GUELPH, ONT.



Whittemore's Shoe Polishes

IT'S an old story—that's why it's so often forgotten. So we want to remind you again that the best known goods are the easiest to sell. The best known dressings are Whittemore's, made by the Oldest and Largest Manufacturers of Shoe Polishes in the World.

The World's Standard Dressings

OIL PASTE

High grade paste polish, large tin boxes, easy cover remover attached. Black or Tan, 10c size.

GILT EDGE

Self Shining Dressing, 25c size.

FRENCH GLOSS

Self Shining Dressing, 10c size.

BOSTONIAN CREAM

will be a big seller in any color this coming season. 25c size.

WHITTEMORE BROS. CORP.

CAMBRIDGE, MASS.

An efficient, handsome show case at a trifling cost



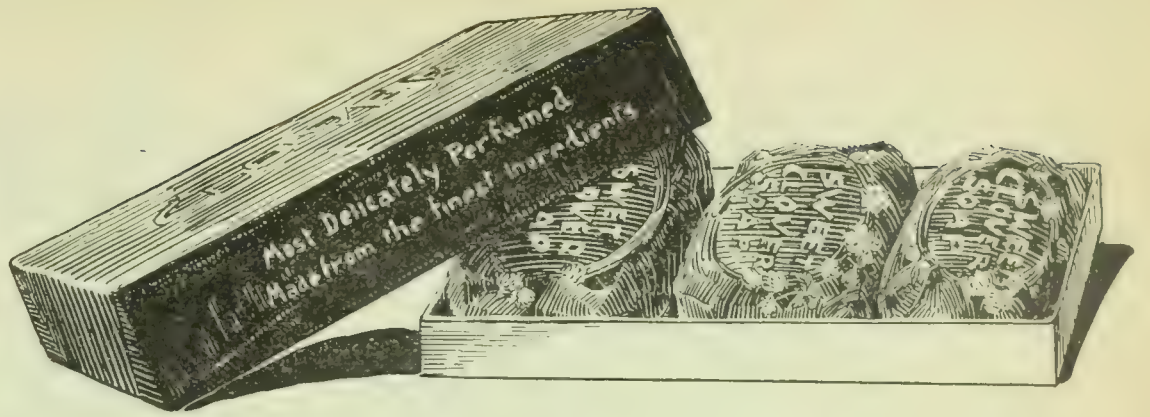
The cost is really trifling when compared with the high prices charged for the average Display Case. And this "Western" model is just as good-looking and every bit as efficient as the higher-priced fixtures.

Correctly constructed, reliable and practical, the "Western" will be a decided addition to any grocery store. Write us for full details.

The Western Mfg. Co. Ltd.
REGINA, SASK.



In two colors—White and Pink

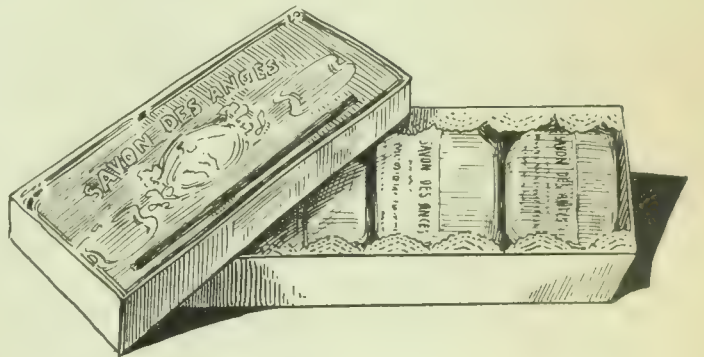


Give particular attention to this ad. if special prices and large profits appeal to you

THAT you may know what real easy sellers our high-grade TOILET SOAPS are we are offering you one gross assorted (forty-eight packages, three cakes to each package) at the rate of \$10.00 f.o.b., any point in Ontario, Quebec or the Maritime Provinces.

We also include, as premiums, three dozen packages of either MECHANICS' HAND CLEANER or MELITA TALCUM POWDER.

This offers you a grand opportunity to open up a paying toilet preparations department. Remember—these are all high-class products—the kind that “repeats.” And the profits are big.



Don't miss them.

French Soap Company

1613a Notre Dame E.

MONTREAL



A big favorite



NIAGARA

RED and WHITE

GRAPE JUICE

Trade Prices

50c. Size Per Case (1 Doz. Qts.)	\$4.00
25c. " " " (2 Doz. Pts.)	4.50
10c. " " " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost \$50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., ^{Book} ^{Dept.,} **143-153 University Avenue**
Toronto, Canada

FOR 22 Years the demand for Red Rose Tea has been growing greater and greater—a sure proof of its uniform high quality and good value.



T. H. Estabrooks Co., Limited

St. John

Toronto

Winnipeg

Calgary

Be good to your best customers—
sell them the high quality

OCEAN BLUE

in 5c. packets. It always satisfies.
"It's not so much how much they
pay as what they get for what they
pay," and Ocean Blue is the best
that money can buy.

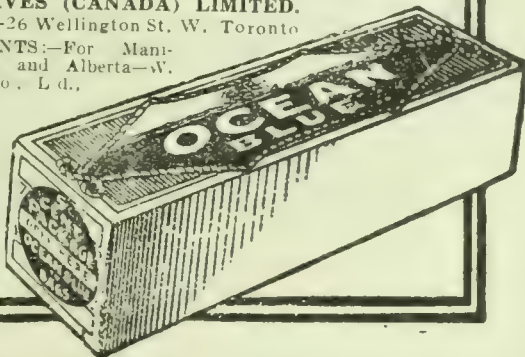
Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.

The Gray Bldg., 14-26 Wellington St. W. Toronto

WESTERN AGENTS:—For Mani-
toba, Saskatchewan and Alberta—W.
Co., Ltd.,

Winnipeg, Re-
gina, Saskatoon.
Calgary and
Edmonton. For
British Colum-
bia and Yukon
— Creeden &
Avory, Rooms 3
and 6, Jones
Block, 407 Hast-
ings Street W.,
Vancouver B.C.



Y & S STICK LICORICE

48 5c. Packages to Box



**The old-fashioned remedy
for Coughs and Colds**

For sale by leading Wholesale Grocers, Druggists and
Confectioners throughout the Dominion.

**NATIONAL LICORICE COMPANY
MONTREAL**

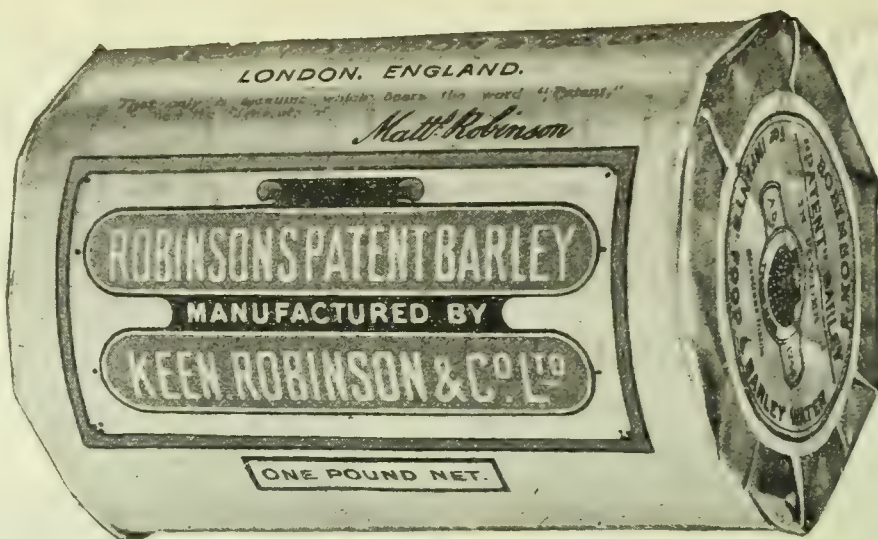
If any advertisement interests you, tear it out now and place with letters to be answered.

Robinson's Cereals are world famous

Everybody everywhere
knows

Robinson's
"Patent" Groats
and

Robinson's
"Patent" Barley



Their quality has made them quick sellers and "repeaters" in grocery stores throughout the Dominion. Don't let your customers forget that you are a Robinson dealer. Keep a stock always on hand. Then steady sales and good profits are sure as daylight.

Magor Son & Company, Limited

30 Church St., Toronto

191 St. Paul St. W., Montreal

CANADIAN AGENTS

A

BOWES

TRADE MARK

PRODUCT

More Sales Bigger Profits Increased Prestige

These are the direct results of customer-satisfaction. Help yourself to them in liberal fashion by selling

BOWES PEANUT BUTTER

This product is well known and well-liked and it will pay you to let your customers know you sell it by keeping it prominently displayed.

STOCK UP NOW!



The Bowes Co.
Ltd.
Toronto, Can.
Branches: St. John, N.B.
and Winnipeg, Man.



We offer
subject to prior sale

1000 Cases CANNED TOMATOES

2s Bulls Head Brand

Spot Winnipeg.

Write for price

LAING BROS. Winnipeg

CANADIAN GROCER

Vol. XXXI.

TORONTO, AUGUST 31, 1917

No. 35

Certain Food Items Under the Ban

Retailers, Wholesalers and Canners Meet to Discuss Embargo on Some Lines of Canned Goods—Serious Objections Urged—Restrictions Bear Heavily on Classes Least Able to Bear Them—Scope of Embargo Materially Lessened Owing to Representations of Trade.

UNDER the powers conferred upon him as Food Controller, Mr. Hanna has banned the use of canned peas, canned corn and canned tomatoes, beans, carrots, pumpkins and sundry smaller items. This order was promulgated on the night of Thursday, August 23, and is to be effective until October 15 for Eastern Canada and till October 1 for all points west of Sault Ste. Marie. The order provides a fine of \$200 for any sale by a retailer of these commodities during the prohibited period. The order is far reaching, meant to conserve these goods and to induce the consumption of green vegetables. Anyone trying to evade these regulations, whether retailer or consumer is subject to this severe fine.

As, however, the idea of the order is not to hold up business, the grocer and the wholesaler may buy these goods as he sees fit, providing he makes no effort to dispose of them prior to the specified time.

This new move on the part of Mr. Hanna came like a bolt from the blue. On Wednesday of last week Mr. Hanna had Mr. Marshall, of the Canners' Association, and Messrs. Drynan and R. L. Innis, of the Dominion Canners, meet him in Ottawa, and informed them that he intended to impose a restriction on the sale of canned goods for a period of three months. These gentlemen urged him to consider the matter. This was granted, and that the matter might be fully considered, or as fully as was possible in the brief space of time available, a meeting of representatives of the canning interests were called to meet in the King Edward Hotel, Toronto.

Meet to Discuss Embargo

Senator Smith was elected to the chair, after which R. L. Innis, of the Dominion Canners, outlined the proposal of Mr. Hanna and asked the opinion of the meeting.

There was evidently a good deal of uncertainty as to what Mr. Hanna intended to prohibit, and it was urged that this

matter be made clear. Mr. Foster, Roncesvalles Ave., Toronto, urged great hardship that any curtailment would be upon some classes of people. The idea of restriction was, he believed, to conserve perishable goods, that had been specially grown to meet the stringent food conditions. In these goods produced there was very little of a perishable nature. Only corn and tomatoes, and very little of either, was grown in these gardens. In Mr. Foster's opinion the regulation, if enforced, was likely to cause considerable hardship among the poorer classes. He had a good deal of farm trade, and a goodly part of that was represented by canned goods of one sort and another. Then there were the poor people of the city. Living in restricted quarters, where they could not take in supplies of fresh vegetables, and who had few facilities for cooking. To these people this restriction would come as a real hardship.

Western Conditions and the Embargo

Mr. Gordon, President of the Western Wholesalers' Association, added still further weight to this argument. He did not think that Mr. Hanna was familiar with living conditions in the West, nor could he understand what a serious move this would be. The Western farmer farmed grain and very little else, the number who grew enough vegetables for their own immediate use was a negligible quantity. To put an embargo on canned vegetables was to shut them off from the use of vegetables altogether, and to shut them off when they were all working at their capacity, and where no one had much time for cooking fresh vegetables even had they been available.

More than that, as well as being a hardship to the consumer it was going to cause serious difficulties in the trade. The retailer had ordered his canned goods, and under normal conditions they would go forward to him in the usual way. Now there was the possibility that the retailer would not feel like paying for goods that he could not sell. Who, then, should

carry this business? The wholesaler? He was in most instances carrying as heavy accounts with the retailer as he was justified in doing. The probability was, therefore, that the canner would have to hold his stock in storage until the approach of the lifting of the embargo. This possibility brought about another serious possibility—the matter of the distribution of the required canned goods through the West. Last year with shipments coming along regularly from the very start of the season there was congestion. Goods had to be shipped in heated refrigerator cars at increased cost. In many instances such cars were not available and serious losses had resulted. Of course, adding to the price of the goods. This year the railways had held out no hopes of better conditions. There would be the same shortage of cars at best, and the very probable result of the restriction on the sale of canned goods would be to retard the shipments still much later in the season, with enormously increased probability of congested traffic and consequent loss.

The Western farmer depends largely on canned goods. They must get these canned goods in early. They must be in the farmers store room before frost occurs or in all probability not get there at all. This was the business that this legislation would jeopardize.

W. C. Miller, of the Retail Merchants' Association, urged the hardship that this measure would be to the merchant practically 40 per cent. of whose sale would be cut off. There was also the matter of people sending canned goods to the boys in the trenches. This had developed into quite a business, and was a great pleasure to the men at the front. Were the opportunities for sending these goods to the soldiers to be destroyed. There were also other people to whom this regulation would work a great hardship. People living in small apartments or in crowded quarters anywhere, where there was no storage room and who in the nature of things were compelled to buy from hand

to mouth. Then there were lumber and mining camps and similar activities, where providing fresh vegetables would be strictly an impossibility.

Mr. Innis of the Dominion Canners told the gathering that he had drawn the conclusion that Mr. Hanna intended to put this matter through, and he thought it would be unwise to oppose the matter out and out. He urged rather that they present their side of the case, and urge the hardship that such a measure would involve if maintained for any great length of time, and rather see if they could not convince Mr. Hanna that a shorter period of prohibition would be in the best interests of the country.

Mr. Stone of Mickle and Company seconded this suggestion. He urged a broader outlook, and pointed out that if they opposed the matter in toto they would be considered to be fighting only for their own gain. He thought it would be best to take the legislation in the spirit in which he believed it was suggested, but to try at the same time to limit it so that it should not prove an unbearable hardship.

Mr. Richards of Pape Ave., Toronto, was inclined to think the measure was discriminatory. Most of the vegetable trade was in the hands of foreigners, he stated, and most of the canned goods trade in the hands of Canadian. He did not think it right to take the trade from the Canadian to give it to the foreigner.

The general feeling of the meeting was, that while they doubted the efficacy of the act to meet the need it was intended to meet they were to give it their hearty co-operation provided that it could be limited so that it would entail a minimum of hardship on all concerned.

A committee was then appointed to wait upon Mr. Hanna and to present their side of the case, urging especially the wisdom of a shorter period of restriction than three months, the exceptional conditions prevailing in the west and the wisdom of excepting certain classes, who would be seriously affected from the operation of this law.

The Committee was appointed as follows.

Senator Smith, chairman, Mr. Marshall, Drynan and Innis, representing the canners. Messrs. Gordon, Blain, Smye and Beckett representing the wholesalers and Messrs. Foster, Stone, Barron, Dowson and W. C. Miller representing the retailers.

Those present at the original meeting were:—

Chairman—Senator E. D. Smith.

Representing the Canners—Messrs. Marshall, R. L. Innis and W. L. Drynan.

Wholesalers—Messrs. Gordon, Winnipeg; Smye and C. Beckett, Hamilton, Hugh Blain. W. H. Millman, W. P. Eby, Walter Lumbers. H. Detchon, Canadian Credit Men's Association.

Retailers — Messrs. Foster, Dutton, Clifton, Dowson, Carmichael, Barron, Stone, R. Richards. Clifford, Blood, Squire, Nettleton. Stanely, Bell, and Horace Chevrier, President of the Retail Merchants' Association, and W. C. Miller, Ontario Secretary.

A NEW MERCHANDIZING ACTIVITY

An activity styled the Canadian Buyers' Service, with headquarters at 29 Birch Avenue, Toronto, has recently come into some public attention. The avowed intention of this company is to provide information in any matter pertaining to kind of merchandise, and to provide goods at less than normal costs, either by city delivery or mail order.

This activity, while under separate management, is associated with a publication styling itself the Canadian Housekeeper. As an inducement to purchase this magazine the purchaser is assured of a discount of 3 per cent. on purchases from the Canadian Buyers' Service up to \$50.00, or until the amount of the subscription has been refunded.

The organizers or solicitors for the Canadian Housekeeper and Canadian Buyers' Service, state in their canvass that they have the authority of the Food Controller behind them. This, however, we find is not the case.

As this type of business and these assertions seem to warrant some publicity, the Canadian Grocer is investigating the matter, and will deal with it at some length in the issue of next week.

MR. HANNA MEETS TRADE HALF-WAY

Listens to Arguments, and Makes Some Important Concessions Period of Operation Curtailed.

In receiving the Deputation, Mr. Hanna stated that a great deal of pressure had been brought to bear on Committee of National Resources, and Women's Institutes with the idea of increasing production. This increased production had been forthcoming, and must be taken care of.

The representations of the delegation, were well received, and Mr. Hanna admitted the force of their contentions, and gave them to understand that in place of the indeterminate embargo over all the country he would limit the operation to October 15 and for the west would permit a further reduction of two weeks.

He was also quick to see the need of certain exemptions, and readily acquiesced in the suggestion, that in cases where this regulation would prove a severe burden that there should be a provision exempting such cases from the operation of the order.

Among the exemptions will be lumber camps, mining camps, survey parties, hospitals, fishermen, overseas shipments, railroads and steamboats, where limited accommodation forbids the use of fresh vegetables. With these concessions the deputation felt fairly well satisfied.

Actual Terms of Canned Goods Embargo

List of Prohibitions Somewhat Wider Than Suggested — No Prohibition Against Householder Using Stocks on Hand.

THE actual Order in Council regarding the prohibition of the consumption of canned vegetables, has but just been made public. It is shown to be slightly more drastic than Mr. Hanna's statements led the public to believe. That is it takes in a few food products that have not been mentioned in Mr. Hanna's public references to the matter.

The Order in Council urges as the reason for its existence the need for the prevention of the waste of green vegetables that have been grown in large quantities this year, and the consequent conservation of non perishable foods.

The order prohibits the sale of these goods to the consumer, but places no restriction on sales as between the different branches of trade.

The order is against the sale to the consumer only. It does not bear any clause prohibiting the use of any stocks that the householder may have on hand.

The important clauses of the new Order in Council are reproduced here-with:

"(1) On and after the 24th day of August, 1917, and until further notice,

except as hereinafter provided, the sale and purchase of peas, beans, tomatoes, beets, celery, corn, spinach, rhubarb and pumpkins, preserved in cans, glass jars or any other container, commonly known as "canned vegetables," is prohibited.

"(2) The above regulations shall not apply:

"(a) When such vegetables are sold by the manufacturer to the wholesaler, the jobber, or retailer or by the wholesaler or jobber to the retailer; or

"(b) When such vegetables are to be consumed in lumber camps, mining camps, construction camps, and dining cars, provided that they will be consumed inside of the lumber camps, construction camps and dining cars, and not resold.

"(c) When such vegetables form a part of the contents of a can, glass jar, bottle or other container, and are sold as soups, catsups or pickles.

"(3) It is provided, however, that the Food Controller for Canada may issue licenses permitting the sale and consumption of 'canned vegetables' in such cases as he deems necessary or exceptional."

Sugar Situation Somewhat Brighter

American Refiners Faced With Probable Price-fixing Adopting More Moderate Attitude—Sugar Declines Slightly—
These Conditions Will Probably be Reflected in Canadian Trade.

THE sugar situation, that promised a very dark future only a brief time ago, is somewhat brighter at present.

There are several reasons for this; the strong supply of beet sugar which is marketed at a very substantial profit, the somewhat brighter outlook from Cuba, though conditions still not all that could be wished in that section, and the somewhat easier shipping situation, that has made possible the shipment of a very substantial amount of the Java crop, which is extremely heavy, to Britain and British dependencies, and thus releases a surplus that would otherwise have had to be secured from American refiners.

Possibility of Legislation Regarding Sugar Prices a Modifying Factor

The main reason, however, for the probability of somewhat easier market figures for sugar is the fact of the big stick wielded by the Food Controller. Mr. Hoover has been turning his attention to the question of sugar, and according to the most recent announcement has come to an agreement with the beet sugar manufacturers which will mean a reduction of approximately one and one-half cents a pound. As the item of beet sugar represents in the neighborhood of 700,000 tons it is by no means a negligible item. With the protection of the tariff and incidental charges, such as war freights that have not affected the beet sugar industry to the same extent as the cane sugar industry, they are in a position to meet the government half way in the matter of price. The probability, and what the cane sugar refiners are fearing and providing against as well as may be, is that this matter of regulation will not be confined to beet sugar alone. It is probably this fear that is behind the general tendency of refiners to stand out against any increase in prices, such as seemed probable only a couple of weeks ago. Indeed, at the time of writing, there has been a minor decline in price on the American cane sugar market. The American sugar crop is just coming on the market, and this fact in itself is having an influence on the situation. This crop is estimated at a trifle over one million tons, and the Cuban crop, which is almost completed, at three million tons. With an estimated consumption of three and a half million tons and contracts with the Allies for about one and a quarter million, there appears to be still a fair surplus on hand. As it has been repeatedly demonstrated, however, that sugar consumption grows in war time, the estimate of American consumption may be found to be far below the actual amount demanded. Also there may be a larger demand from the Allied nations, which would form a serious item, though the opening up of the trade in the Java crop seems a hopeful

sign. The surplus in sight is not of itself sufficient to assure steady prices, but the surplus backed by the big stick of the Food Controller, who according to some reports is preparing to set the price of sugar at 7 cents and according to other

reports at 8 cents, will, it is expected, have a far more salutary effect.

This, of course, only relates to American conditions, but as the American market practically defines the Canadian situation, there appears to be less likelihood than there was a week or so ago, of sugar going to any further new record levels. The 7 cent price is hardly a probability, but it would not be beyond the bounds of possibility that the eight cent price might be set by Mr. Hoover. If this should be the case, prices in Canada would probably automatically set themselves at somewhere about the same figure.

An Exponent of Selling Goods in Bulk

Goderich Merchant Believes That Such a System is of Advantage to the Store—Gives a Personal Touch That Holds Trade.

Somewhere about seven years ago W. Hern went into the grocery business in Goderich, and in the course of those seven years has built up one of the representative businesses of the town. His store is situated on one of the corners of the octagonal square that gives a particular character to the town of Goderich. It has large windows facing in both directions, that gives it a bright, airy and roomy appearance. Mr. Hern is a believer in equipment, and the store is well fitted with many modern, merchandizing agencies and display fixtures.

One side of the store is devoted to a crockery and china department. When Mr. Hern took over the store this was part of the stock on hand, and as it represented a fair margin of profit he carried it on. Changing conditions however incident on the war have robbed it of the major portion of this profit, so that Mr. Hern intends eventually to do away with this department and confine his activities entirely to the grocery trade.

An Argument For Bulk Goods

Mr. Hern is one of those merchants

who is somewhat inclined to believe in the advisability of handling bulk lines in preference to package goods. In his experience he believes that he can give better value in that way, and associate this value more intimately with the store, than would be possible in selling bulk goods. Not that Mr. Hern refuses to handle bulk goods. He carries these lines and makes no effort to urge any of his customers away from them. It is only in the case where a customer voices a criticism of some package line, that he suggests, the goods that he sells under his own name. If they do not express satisfaction with these goods he makes some difference in the blend, until he gets some indication of the customer's taste. Once this is decided, the course is plain sailing. This is information he has gleaned by himself and is telling information in building up and holding trade. At least this is the way that Mr. Hern has judged conditions. There are other merchants who hold entirely opposite views. Mr. Hern's have proved satisfactory in his own experience.



Interior of the store of W. Hern, Goderich, Ont. Mr. Hern is the first figure behind the counter.

In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE:—The following is the second instalment of the article entitled, "In Russia Through the Revolution. This article appeared originally in *Hardware and Metal*. It is republished in CANADIAN GROCER because it is felt that it deals with matters of interest to all; it deals with business conditions in Russia, and should prove of interest to all Canadian business men. The first instalment of the article appeared in last week's issue of CANADIAN GROCER.

I HAVE referred to the sense of freedom that the Russian feels to-day and the strange confusion that it is causing. In the army it has gone to such a length that the men have taken into their own hands the matter of the appointment of officers. It is done by ballot, the soldiers voting whoever they want to command their regiments. Colonels who have not been popular with the rank and file, have been promptly rejected, and in some cases junior officers or untrained men have taken their places. The men do not salute their officers now.

The sense of freedom that animates the people does not go to the length of dishonesty. So far as I could learn there was no looting of shops or private homes. Business men have suffered, of course, during the riots by reason of interruption to business.

Prices Are Skyhigh.

After the rioting and confusion in the streets, the next outstanding feature that impressed me was the cost of

everything. Russia is revolving dizzily on a high-price spiral. Everything is going up almost out of sight—wages, commodity prices, business charges, etc. The first day that I arrived in Petrograd, I found that city in the throes of several strikes. The dry-goods clerks, for instance, had struck for a 100 per cent. increase in wages, to be made retro-active to the first of 1916. It had to be granted, of course, but in order to cover themselves, the dry goods merchants had to advance all their goods 300 per cent. This made the cost of clothing so high that employees in other lines had to strike for higher wages. Their employers in turn advanced the price of their goods. This went right around the circle, until it came back to the dry goods trade. The employees of the dry goods stores found that the cost of everything had gone ahead of them so far again that it was necessary to have another agreement. So they struck again for more wages. And got what they struck for, of course.

So it goes in an endless circle.

Prices in many lines have advanced as much as 1,000 per cent. Here is a list of commodity prices that I compiled on June. A rouble, which was worth 51c before the war, is now worth about 22c.

Potatoes, 23 roubles a bag.

Boots, 80 to 150 roubles a pair.

Wood, 45 roubles a sagene (cord).

Lemons, 1 rouble each.

Cucumbers, 1 rouble each.

Grapes, 12 roubles a pound.

Scarcity of Goods

This is due primarily to the tremendous demand in Russia for everything. There is a shortage in practically every line. Russia is an agricultural country and depends on the outside world for nearly all manufactured goods. As it has been difficult to import goods since the war broke out, the supplies have practically vanished. When a merchant advertises to-day, for instance, customers literally swamps the store. It is not unusual to see lines many hundred yards long waiting outside a store.

Money is Plentiful.

Money is extremely plentiful. Only paper currency is in general use, however. I presume that people who have gold, silver and copper, are hoarding it.



Crowd waiting for news in front of the Duma.—This photograph shows a typical Petrograd crowd in early days of the revolution.—There were no newspapers and everyone who could (there were no street cars either) gathered in front of the Duma or other public place where news could be gathered. For days soldiers and workmen rode about the streets, on touring cars or trucks, while every conceivable class of people were in the throng on the streets. The Duma Building, once an Imperial Palace, is at the right, the main entrance on the small park. In the distance is the Smolny Monastery

This is natural when the paper currency can be used for all purposes.

The Government has issued paper money for even the lowest denomination, a kopek. The kopek worked out to about the value of a quarter of a cent when I was there. There were paper certificates representing one, two, three and five kopek prices; and from these lower values up to twenty kopek pieces. It is estimated that before the war there was paper money in circulation to the extent of six milliards. To-day the total has reached forty milliards.

The consequence is that everybody is carrying around loads of paper money. Paper kopeks are bandied around by the handful, by the pocketful. A man starts out for the day with his pockets crammed with paper money. He tips the waiter, who brings him his lunch, by bringing out a handful of paper money and passing it over. It is very seldom that any effort is made to make accurate change. You get a handful of paper. It may be ten or fifteen kopeks short or an equal amount over. Neither party cares. You put the paper in your pocket and go away contented. If any money blows away from you during the course of a transaction, you don't bother chasing it. It would not pay you for the time. Such, at least, is the way things are in business circles. Perhaps lower down there is more careful handling.

Money has become indescribably dirty from much use. It is, however, the official currency of the realm and has the Government of Russia behind it. It is accepted in all business transactions and at the banks. It is handled loosely because the advance of all prices has reduced the buying power of the rouble; and in any case, the Russian is a free spender. If he makes fifty roubles to-day—and it is not a difficult matter to make fifty roubles in Russia now for the lowest form of labor—he is very likely to go out and spend it. He figures that he can make fifty roubles again to-morrow. If there is any thriftiness in the Russian race, it is not apparent in Petrograd at the present time.

Solutions Suggested

Among the educated classes it is apparent that the country is approaching financial crisis. It is believed that the Government, when a form of Government is found sufficiently stable to sober so crucial a question, must take one of two courses:

First, repudiate a certain proportion of the paper money in circulation, possibly 25 per cent.

Second, take over 25 per cent. of all deposits in the banks over a certain amount and on all securities held by individuals over a certain amount and give Government bonds in return.

No Money Sent Out of Country

The only step that has been taken so far to control the financial situation is a Government order prohibiting the sending of money out of the country.



Ruins of Moscow District Police Station, Petrograd.—In many parts of the city the police defended themselves in their stations, or from the roofs or attics of houses. Whether there was shooting from the station or not, they were looted and the furniture and records burned. Where a defence was made, as in this case, the entire building was burned.

This measure is intended as a temporary one to enable the authorities to get the situation in hand. For the time being it puts a stop to all purchase of supplies in foreign countries, except in cases where the shipper is prepared to take his chance and wait for payment. Some outside firms were continuing to do business with Russian importers on an agreement by which the money covering the goods supplied was left on deposit in Russian banks to their credit. This amounted to practically the same thing as sending the money out of the country, as it was withdrawn from circulation; and the Government has now issued a further order prohibiting the depositing of money to the credit of foreign firms. This is also a temporary measure, but it is not likely to be lifted until the financial situation has improved.

Everything Coming Out Right

I am absolutely convinced, however, that everything is going to come out all right. The resources of the country are so great that there can be no doubt of the ability of Russia to weather any storm and win her way through any crisis, political or financial. I believe that, as soon as the country settles down under a well-established form of government, the present chaos in business and financial matters will soon be remedied. Prices of goods are bound to remain high, owing to the great scarcity that exists in Russia in every line, particularly in foods. The tendency to soar to unheard-of prices could, however, be checked if a government were established with real authority.

The Great Wealth of Russia

A visitor to Russia, even during these

troublesome times, carries away an indelible impression of the wealth of the country. It has resources so great and so inexhaustible that the country seems immune to any real danger. Disasters on the field and financial or political crises at home are events of the passing moment, and can have no bearing on the future that lies ahead of this great country. The people themselves feel it. They are beginning to feel their strength. When they hear of German successes, they say: "They can't hurt us. We are too big."

Business Conditions.

The business side of Russia is an eye-opener. Business there is conducted on a big scale; I might say on a colossal scale. The outside world has entertained the impression that Russia is a primitive country, and that business is done in a more or less primitive way. Nothing could be further from the truth.

I found the business houses well organized, and the stores big and attractive. There is not yet to be found in Russia a department store as we understand that term. In Moscow there is, however, a store employing twelve hundred hands. In Petrograd the specialty stores are as well equipped as the best stores of any capital of Europe. You can see the same glittering plate glass fronts, and, the same handsome fittings. Inside one is amazed—I know that I was—by the quantity of goods. The idea entertained by people of other countries that only cheap goods are sold in Russia is ridiculous. Conditions are almost the exact opposite. Russians buy the very best of everything. I saw, in the hardware stores, magnificent cutlery and splendid samples of brass, cut glass

and silverware. Of course, supplies were light. Stocks have been sadly depleted in all lines.

Misled by Germany

It seems altogether feasible to me that the outside world has in the past been deliberately misled with reference to the Russian market. Before the war Germany practically monopolized the trade of the country. The Teutons were literally conquering Russia by a slow campaign of commercial suzerainty. Nearly everything in the line of manufactured goods sold in the country came from Germany. Certainly there were plenty of British, American and French goods sold in Russia, but in comparison with the huge volume of German imports, the Russian trade with other countries was quite insignificant. The Germans were getting in everywhere. They were a potent force in the finances of slow-moving Russia. As events have demonstrated, they practically controlled the court of the Czar. Why Germany attempted to conquer Russia by force of arms when she was slowly conquering the Bear by commercial pressure is a question that must puzzle students of world politics.

But to return to my point: I am convinced that the Germans, in their anxiety to keep the Russian market to themselves, deliberately painted an entirely erroneous picture of Russia for the benefit of the outside world. It is hard to account otherwise for the complete misinformation which we have had, and believed with reference to Russia.

Orders Are Big There

The scope on which business is done

is surprising to say the least. Orders were offered for supplies that at first I could hardly credit. They did not seem real.

I found this also: The Russian business man wants to do business with Great Britain, Canada and the United States. They know Canada now, and their knowledge is favorable.

"Canada, yes," they would say to me. "We have heard of what your soldiers are doing at the front."

This could not be a better recommendation. The reputation won by our troops in Flanders is as good as a letter of introduction for the Canadian business man in Russia.

I found that they take kindly to American patterns of goods, but—and this is an important point—they complain that quite often the goods when received are not up to sample. The Russian business man is thoroughly honorable himself, and he cannot condone any degree of laxness in others. Consequently, the shipping of goods below sample would completely undermine trade relations in course of time.

We Must Do Things Right

Yes, Canada can work up a splendid trade connection with Russia, but we must learn to do business their way.

The Germans were wise enough to meet Russian conditions. We must do the same.

Just what those conditions are Canadian manufacturers must find out. There is one way to do it. Go there, meet the Russian in his own warehouse and his own store. Establish a personal connection: Find out how he does

things and how he likes things done. I found out things that could never have been learned at second-hand, and any man who goes over there as I did, and keeps his eyes and ears open, can do the same. It is the only way.

Opportunities for Trade.

The future holds out wonderful opportunities for trade in Russia. Before the war, Germany had almost a monopoly on the field, but the Russians are now themselves looking around for new sources of supply. They do not want to trade with Germany after the war. They say they will not.

But this fact must be borne in mind. The end of the war will find Russia bared of all manufactured goods. The condition is serious enough now. When the blockade of war is lifted, Russia will want goods of all kinds in tremendous quantities at once. The people of Russia do not want to renew their former close trade relations with the enemy, but, if German goods come into the country on a market bared of everything, they are going to buy German goods. That is inevitable. It might be that they would decide to deal with Germany, for the time being, until they could get squared away. But it would be easy to slip back into the old system. If British and American manufacturers are not ready to supply Russia with what she needs as soon as the war ends, then Germany will get that trade back.

And so I feel that now is the time for the work to be started. It will not be sufficient to start when the war stops.



Barricade on Litany Prospect—The first soldiers to go over to the side of the strikers, thus making a revolution possible in Petrograd, captured during the first day the Arsenal on Litany Prospect, distributed arms and ammunition to the workmen with them and prepared to defend themselves should other bodies of troops remain loyal and come against them. They erected barricades of packing boxes across the street at each end of the Arsenal and placed behind them cannon taken from the cannon factory in the Arsenal.

Food is Very Scarce.

So much for business conditions and opportunities. Socially, of course, things are very much upset. The food problem is causing considerable uneasiness, for food is very scarce indeed. Russia is living on a decidedly reduced diet, and, as I have already pointed out, prices of food have gone to unheard-of levels.

What bothered me most was the total absence of wheat bread; all that can be obtained now is black bread. It is really black—black as the ace of spades. And sour. I could not eat it without completely upsetting my stomach. Luckily the wife of a man who had been acting in Russia as our agent, had a small supply of white flour left and she was good enough to bake me a loaf once a week. This precious white loaf I used to hoard with all the watchfulness of a miser. I kept it locked up in a grip, and before each meal I would unlock the grip and carry the loaf down with me to the table. I allowed myself one slice only at each meal. In this way I was able to keep going.

There is no white flour obtainable, and this means not alone no white bread, but no puddings, no pastry, no rolls, nothing, in fact, to set off a meal. Meat is fairly plentiful, and fish can be obtained without difficulty. The Russian people eat a lot of game, pheasants being rather a commonplace item.

Six Dollars a Meal.

Food at the hotels and restaurants is extremely expensive. I figured that it used to cost me in actual money about six dollars a meal. There was no escaping this heavy tax. One had to eat, and food was not obtainable at lower prices.

Little sugar is obtainable. You are allowed one lump of sugar with each meal; and that does not go very far.

\$2.75 to See Charlie Chaplin

And speaking of prices, one night I went to a moving picture show, and it cost me, in real money, \$2.75. The bill was featuring Charlie Chaplin. This, I think, represents the apex of the high price tendency — \$2.75 to see Charlie Chaplin!

The Russian public, by the way, is taking to moving pictures, but not to the inimitable Charlie. They do not see the delicious humor in the throwing of a custard pie. They can't understand horseplay of any kind. It was rather an experience to sit there and see the stony, puzzled faces of the people as they watched the roughhouse work on the screen. I don't suppose they realized it was comedy.

To reach the Russian public, a play must be weird and sad. If the heroine doesn't go mad in the last act and the hero commit suicide, the people think they have been offered second-rate stuff. They apparently want to be reminded in their plays as well as in their books that the world is old and sad and weary.

The People Themselves.

This brings me to the question of the Russian people themselves. I brought back a very high opinion of them indeed. They are very serious, and more than a little fatalistic, but they are honorable to a degree. In dealing with them, you feel that you are always safe. They are extremely courteous; and their courtesy is more than skin deep—it goes right to their hearts.

They have no sense of time. In that respect they are distinctly like the man of the east. Perhaps it is because the country they live in is so vast and they have born into them a feeling that time is vast, like Russia itself.

You approach a Russian on a business matter—say, the matter of a passport—and you meet with every politeness. He is a charming fellow; only too glad to converse with you, to do little things for you. But try to get him down to cases, to get your little matter of business definitely settled!

"Oh, yes," he will say, with a disarming smile. "To-morrow we shall settle all that. To-morrow."

"But," you protest, "I am leaving the country as soon as possible—to-morrow, I hope."

"But why should you want to leave our country so soon?"

To-morrow! Unfortunately, on the following day, he again talks in terms of to-morrow. To-morrow never comes.

A Political Crisis Coming

I am convinced that everything is going to come out all right in Russia in a political sense. But before a condition of stability comes about, there must be another revolution. At present there is no authority in Russia. People do as they wish. Kerensky is liked by everyone, and is, I believe, a great man in every sense of the word, but he has no real authority. I saw him many times in Petrograd. There is no formality about him, and he appears on the streets openly and freely. He speaks to the people as one citizen to another, and they regard him as their real leader; but he cannot enforce authority. At least he could not at the time of which I write.

I heard a story about Kerensky which illustrates how things stand. He had started out on his famous trip to the front to get the army back into the fighting mood. At one point he addressed a regiment, urging the soldiers to stay where they were.

"Why don't you fight yourself?" asked some of the troops.

"I intend to!" cried the leader. "But it would do no good for me to walk out all by myself. I cannot fight the German army single-handed. When the Russian army is ready to fight again, I shall take a rifle and go into the trenches with you."

Most of the regiment decided to remain, but a large number were adamant even to so spirited an appeal. They

left the ranks and wandered back home. They probably figured that the revolution had made them the equals of even the great Kerensky, and that they were free to come and go as he was.

Poisoned by Vodka.

At several points along the lines regiments took upon themselves to make peace with Germany. At one point they fixed up peace terms by which Germany was to get Riga. At another point terms were fixed up on the principle of the status quo and with the further understanding that the conclusion of the agreement was to be celebrated by the sending over from the German lines of a supply of vodka—which is still unobtainable in Russia. When the vodka came over, it was poisoned and numbers of the troops died.

But No Separate Peace.

But Russia does not intend to quit. There is no talk of a separate peace. I believe firmly that, once the present troubles are squared off and a firmly-entrenched form of Government is built up, the nation will go back to the business of making war on Germany with more power and enthusiasm than before.

In the meantime, however, a second revolution must come. What I mean is that a strongly constituted form of government can only be established by taking the reins of power. The move, I think, must come from the army. When it comes, Kerensky may be in the lead. I hope so, for he is the strongest and ablest man in sight at time of writing.

I am convinced also, that the new form of government will inevitably be in the nature of a republic. Monarchical forms are gone from Russia for good.

(In the next issue Mr. Hossack will tell of his journey out of Russia. This will be one of the most interesting parts of the narrative.)



ANSWERED

*"In answer to your questions,
Received by mail to-day,
On what goods do you specialize?
And does this system pay?"*

*"With the high cost of living,
Goods always on the rise,
'Tis hard to classify the goods
On which to specialize."*

*"We specialize on oatmeal,
And we specialize on soup,
And we specialize on remedies
For children with the croup."*

*"Because the sale of oysters,
Potatoes, eggs and butter, too,
Are small. They are so high in price
Our customers are few."*

*"The food 'sells best in winter'
That will fill you up the most.
Cornmeal is good for 'Johnnie Cake,'
Codfish for 'quail on toast.'"*

*"What measures did we then adopt
To sell goods of this line,
We read the CANADIAN GROCER,
They'll tell us every time."*

Meeting Mail Order Competition

Grocery Merchants Should Make Friends With Mail-order Catalogs and Study Catalog House System—Competition Eliminated by Offering Equal Service.

THERE are a great number of grocers in Canada who are becoming more and more alarmed at the inroads of mail order houses and other agencies upon what they have always regarded as their individual preserves, but who are taking no action to meet them effectively. The mail order house has long been a menace to small town grocers and the recently announced plan of one large Toronto firm which is designed to capture even more trade from the town retail merchants has rendered the situation more acute, and more deserving of attention.

In meeting the situation the grocery merchant must first convince himself that he knows where the difficulty lies, and what it is that makes his townspeople and former customers desert him for the large city stores. Many grocers have never given the question enough thought to even investigate the source of the trouble—the mail order catalog—which is the medium for drawing trade away from home. The study of the catalog will indicate the solution of the whole problem, for the methods of the grocer's keenest competitor are thereby open for the most rigid inspection. The more that is known about the methods of a successful competitor, the better can the competition be met. If a grocery store in the next block was instrumental in drawing trade away from another merchant in the same manner in which the mail order houses are doing, it would be considered the only solution of the difficulty to investigate the competitor's methods and embrace them in the business losing the trade.

The foregoing statement seems logical, but how many grocers have gone to the trouble to take the first step in meeting such competition and purchased a complete array of mail order house catalogs. It is impossible to meet mail order competition without a knowledge of the matter contained in the catalogs, and the cost is a trivial matter in obtaining a complete supply of such books.

A study should be made of the literature distributed by such houses, for contained in it is information regarding the goods being purchased, goods being sent away for because home stores do not carry them or because through lack of advertising it is not known that local stores carry such lines. A study should be made of all lines of goods carried by the mail order catalogs and comparisons of prices made. Such houses are always trying to create a demand for other than standard lines, and are especially active in pushing their own goods on which a greater profit is secured. In such cases samples of these goods should be obtained and their quality

judged alongside standard lines carried in the grocery store.

Another advantage to be gained from a study of the mail order catalog is that the catalog house endeavors to create a demand for goods well known in other sections of the country, but perhaps not so well known in one particular section. Such advertising can be turned to good account if the grocer stocks the line being advertised, but he will not know of it unless he studies the catalogs.

There are a great many people who have come to regard the mail order catalog as an authority and herein lies another advantage to the local grocery merchant. Some lines which are slow in moving off the shelves even after extensive advertising, may suddenly become very popular through their being taken up actively through mail order catalogs.

In arranging advertising matter too, the mail order catalog may be of good use, for it invariably contains first class descriptive matter of standard grocery lines. The advertising matter in the catalogs is of a high standard and might well be taken as an example of what the local grocer's ads should resemble in appearance. The catalog literature should be kept close at hand when advertisements are being written up, for then the most valuable selling points in those particular goods will be brought out.

Without having the catalogs no comparison of prices can be made, and therefore it is impossible for the grocer to advertise that he can meet mail order prices. The competition must be known thoroughly before it can be met successfully.

The matter has been carried too far by some merchants who have the mail order catalogs placed right on their counters where they can be studied by the public in general. This practice may be all right as far as indicating that mail order prices are being met, but it is unfair to other merchants of the town for it may encourage grocery customers to send away for articles in other branches of trade which they would have bought at home had they not received the suggestion from the catalogs. The books should not be popularized, but should be kept on hand for reference in case any particular customer wishes mail order prices met.

Another big factor which might be of value in meeting such competition is advertising that mail orders will be taken care of. Such orders placed at the local grocery could be filled as far as possible from stock, and any further re-

quirements secured by the grocer from the catalog house. This practice not only brings in a certain profit to the local merchant but it eliminates the disadvantages of personal contact between the customer and the mail order house, and the better service as regards delivery will stand out in marked contrast to the mail order house delay in delivery.

By establishing the practice of getting people to bring their orders to the grocery store before sending them away, the local grocery merchant can hold his own with any mail order competition, securing his regular rate of profit on the part of the orders filled by him and losing nothing on the orders sent to the catalog house for goods which he has not stocked.

Mail order catalogs should be no cause for fear, and a careful study of them will soon eliminate this idea. Careful comparisons as to price and quality should be made and the grocery merchant should become familiar with them. When a study of the subject has been made it will be apparent to the merchant that goods which look alike in the pictures and which are similarly described may be very different in quality.

Many merchants have the idea that the mail order is a mighty ogre and a menace ever awaiting to sound their doom, but it is merely a competitor and the only competition which can be successfully met is that which is fully understood. It is therefore expedient for the grocery merchant to familiarize himself with his competition, to study its strong points, find out wherein lies its appeal which takes his trade from him, and when he has done this he can start a systematic and definite campaign to defeat the catalog house competition by offering equally good service and prices.



SPANISH OLIVE YIELD ABUNDANT

The prospects of the olive crop in the Province of Seville are said to be excellent. The trees have had favorable weather and show abundant fruit. Producers are hoping that no complications will ensue before the olives are gathered in September and October. The olive trees of the district have alternating good and bad years, and as the crop of 1916 was much below normal an exceptionally good one is expected this season.

The Province of Cadiz reports the olive trees in fine condition with exceptionally heavy flowering as a result of the rains of last winter. Cordova and Huelva reports are equally satisfactory.



A fine interior display for selling goods on sight.

No Official Notification of Bacon Embargo

Agents of Packers Advised Army Will Not Buy in Canada—
Meaning of Restriction Not Clear—Would Seem to Indicate Full Supply and General Retrenchment.

THE suggestion that the British Food Controller has prohibited the purchase of further supplies of bacon and pork products in Canada, as yet lacks confirmation. There has been no official notification of any nature to bear out the suggestion. There is, however, evidently something in the wind that may not blow too favorably to the packing interests. European representatives of some of these firms have wired their principals to the effect that further supplies of bacon for the army will not be purchased in Canada at the present moment.

This is the nearest approach to anything official that is to be had. From this it would seem to be suggested that it was only the army business that was in question, and that in any event the trade with the civil population of the British Isles would not be cut off. Some of the packers are not inclined to take the matter very seriously, in the light of

the present information they are inclined to think, that the reference is merely to a readjustment of methods of business rather than to any restriction, that this business will still be open to them, but that it will be on the basis of a delivered price in England as was formerly the custom. Other packers do not take so optimistic a view, seeing in this move the influence of American packing interests, who are anxious to recover the business that flowed through Canada from the United States in the early years of the war.

Another possible explanation, and one that seems to be somewhat substantiated by the curtailment of the purchase of munitions, is that the large purchases of the past years have provided such substantial reserves that the British Government is in a position to put into effect a policy of retrenchment for some time at least.

Just what effect this will have is far

to see. If this last possibility is the case, it means a restricted market with all that such a restriction implies. The packers are not inclined to be fearful of consequences. This judgment is based on the assurance that there is an actual known scarcity, that stocks at present are inordinately light. They claim that in any event there is an ample market for all stocks available. This is very probably true. But should the embargo be shown to be an actual embargo and not merely a readjustment of business methods, there is a strong probability that market conditions on bacon would not be quite as strong as they have been of recent date.



JULY PRICES SHOW SLIGHT DECREASE

A slight decrease in the cost of living in July as compared with June last was noticeable in figures recently compiled at Ottawa. The index figure of the Department of Labor for wholesale prices was 242.6 in July as compared with 242.7 in June. Further, the cost of the average family budget of food at retail prices was \$11.62 at the middle of July as compared with \$11.89 at the middle of June.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

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EDITORIAL BRIEFS

A BLAZE in the Goderich Manufacturing Company plant recently destroyed a plant that has been engaged in making boxes for the William Davies Co. As these boxes were used for the export of bacon, if present indications are correct, the William Davies Company will not suffer greatly by the loss.

* * *

THE Conscription Bill is at last a fact. It will be some weeks yet at the earliest before it can actually be put in operation. These weeks may well be used to prepare for the changes that are coming, for these changes will not be without difficulty for the grocery trade. It is the part of wisdom to meet the situation early and so forestall its difficulties.

* * *

JUST as Mr. Hanna has got us all wrought up shunning the morning rasher of bacon as though it were the devil, in order that there might be a surplus to export to Britain, there comes to hand a ruling of Baron Rhondda to the effect that no more Bacon would be imported into Britain. Now isn't this "the most unkindest cut of all." It looks as though these food controller chaps might with benefit get together and get a real program going.

* * *

MR. HANNA states that he has a committee studying the question of the advisability of further killing

calves, lambs and light hogs. It appears to us that a reasonably intelligent committee ought to be able to answer this question after a moment's thought. If the committee has been set to consider the advisability of restricting the consumption of beef and bacon, and the food controller had arbitrarily forbidden the destruction of lambs, calves and small pigs instead of vice versa, there would be a more general confidence in the wisdom of his acts.

GETTING THE GOODS TO THOSE WHO NEED THEM

ISN'T there a danger that some of our officials are tackling the problems of high food prices from the wrong angle?

The CANADIAN GROCER is constantly in receipt of letters from fruit and vegetable growers, who are under the impression that they are being fleeced by the city commission man. The fact of the matter is that both they and the commission man are the victims of a totally inadequate system of distribution.

There is no good and sufficient reason why peaches should sell in some distant towns for a dollar a basket and more, and in Toronto and Montreal for twenty-five cents a basket. There is no use in blaming the commission man. He is merely a victim of the system. It pays him just four times as well to sell a basket at a dollar as to sell them at 25 cents. The difficulty lies in the fact that the larger markets are kept in a constant state of glut, while the distant smaller markets are starving for goods. Why cannot some of the many well-paid officials, who have been appointed to bring down food prices, devote some time to attempting to arrive at some better method of distribution. There is no reason why market conditions should be either a famine or a glut. Everything grown in Canada could be disposed of at a fair and equitable price, if it could only be arranged to get the goods to the people who want them. This should surely not be an impossible proposition.

THE POOR MAN'S FRUIT

SEVERAL times of late the CANADIAN GROCER has heard the proposition advanced, that it would be well to forbid the sale of bananas and oranges to conserve the country's resources, to provide an added market for Canadian apples, and to save money that might be spent on more necessary foods. There are several reasons why such a course would not be the course of wisdom. The main reason is that the banana and orange, and especially the banana is the poor man's food. It is a peculiar thing that in all the restrictions or proposed restrictions, the poor man who can least readily afford to suffer, is elected to the chief mourner's position. In several separate

occasions a tariff has been placed on the bananas, in every instance it has been found necessary to withdraw this tariff within a few days of its inception. Governments have found it unwise to tamper with the poor man's food.

Moreover, oranges and bananas are cheap food. The cheapest probably of all the lists of fruit. A dozen bananas that come from Central and South America, half the world away, are sold cheaper in our streets to-day than apples that come at farthest from Delaware, or around Pontiac, Michigan. Save in a few instances, oranges are actually cheaper during a great part of the season than our own Canadian fruits. You can buy oranges and bananas in small, back country towns where the appearance of some Canadian fruits is almost unknown.

Unless the idea is to penalize the poor man, and those living in more distant parts of the country, there can be no hint of any restriction against the poor man's fruit.

"WHERE ANGELS FEAR TO TREAD"

THE Government in the attitude adopted toward the delegation that waited upon them recently to again urge the appointment of an Internal Trade Commission, is evidently temporizing. For reasons best known to themselves they have evidently decided against such an action, though they have not definitely said so. They remain deaf to the demands of united business interests, and to the suggestions of their own official investigator, who in his report on sugar, states:

"There is an overpowering need, in my judgment, for such a board of supervision of such matters as the business interests of Canada which they have been long demanding. The Federal Trade Commission fulfills that office within the United States. In the hope that some such body may be created for Canada I am holding over twenty or so matters concerning most of which the present law would in all probability pronounce criminal combinations, but which I am perfectly sure that public opinion would, after consideration, pronounce harmless, if not beneficial."

Mr. O'Connor, in the course of his investigations, has learned that there is a case to be made for the business interests. But his hopes are vain. The Government will pay no heed to these facts. Knowing nothing of these conditions that have even called the impetuous investigations of Mr. O'Connor to a halt, they still feel competent to handle the matter among themselves. Guidance by the blind is surely sobering situation.

CONSERVATION THAT DOESN'T CONSERVE

MR. HANNA has once again adopted drastic measures and banned some important items of food. We are not questioning the necessity of the conservation of food. But one may be permitted to

question the wisdom of the items selected for the embargo.

In placing an embargo on canned peas, corn and tomatoes, Mr. Hanna will not conserve much food, because the embargo is in force when the natural tendency is to eat fresh food. It will have the effect, however, of disorganizing one of Canada's greatest industries. The Government has been urging the farmer to produce. Now the farmer engaged in the production of goods for the cannery, sees an embargo clapped on these very goods. Next year he will say to himself: "This will probably happen again, so I will go slow in planting."

Is it likely that the retailer will take stocks of canned goods and pay for them promptly when he is forbidden to sell them. If he doesn't pay for them promptly, who shall be called upon to bear this increased burden, the wholesaler or the canner? If he refuses to take the goods contracted for on the idea that there being less time in which to sell them there may be a decline in the set price. How will the canneries who are not provided against the need of storing enormous quantities of stock to meet the situation. What also will happen when the buyers in the West start to buy this stock six weeks or two months after the normal time? The business that was spread over several months will have to be handled by the railways in one month. Everyone knows how ignominiously the railways fell down last winter and there will be no better conditions this year. Therefore, this situation alone presents a critical aspect.

There has been a disorganization, and little or nothing gained. A good deal of hubbub, on the part of Mr. Hanna, to prove to his political friends that he is the man of the hour, but beyond that nothing. His activities have touched the fringe, not the centre of things.

He forbids the serving of beef in restaurants. Every restaurant replaces its beef item with veal and lamb. The price of these commodities leaps enormously in the course of a few days. A large packing house purchases thousands of calves and ships them to the States, without let or hinderance. Mr. Hanna has conserved an item of beef at the expense of a far larger item of veal. Does he expect a crown of laurels for this achievement?

If things are in a desperate pass, if restrictions are necessary, if business conditions must be disorganized, let us at least achieve something in the end. Let it be on a solid business basis. A conservation that actually means conservation, and not merely a sop to the Housewives' Leagues, who form such an important item in all Mr. Hanna's published speeches; a conservation that represents the needs and the wishes and the hopes of the whole people, not the urgings of a few housewives who represent no one but their irresponsible selves.

Borrowing to Earn Discounts

Slows up Turnover—Also Promotes Over-stocking and General Laxity—Note Case of Present Correspondent.

By HENRY JOHNSON, JR.

WHAT is sound advice for the large merchant may be all right for the small man too; and then again it may not. For in the small man's hands some practices which are beneficial to a large, well-co-ordinated business are apt to become pernicious.

I think now of two things, one urged by a proverb and the other by sundry experts, which must be handled with care by the average small man. One is: "Well bought in halfsold." The other is: "Borrow at 6% to 7% and take discounts averaging 18%." I shall pass the first at this writing and talk about the second.

The jobber regularly makes a practice of borrowing to cover large purchases, like his season's purchases of canned goods, for example. He has his business so well in hand that money can be borrowed for such specific purpose, used for that purpose, and repaid to the bank when that purpose has been subserved. This because he knows to the last penny when his money will be in hand and his accounting is so well organized that each dollar goes where it has been planned to go. Moreover, these special purchases run into large sums and discounts foot up so they are worth while planning to take. To borrow for an average of 90 days at 6% per annum to obtain discounts at the rate of 18% is good business for him.

But What of the Small Merchant?

But what happens in the case of the average small merchant is quite well illustrated by the statement of the correspondent whose letter I have been discussing for the past two weeks. For he is borrowing \$2,000 and has \$1,500 on hand. In this he is away ahead of the usual instances; but—well, let us review the entire problem:

Note in the first place that this man takes all his discounts. He says so plainly. Yet what does his discount account show for 1916? It shows \$289.56. And what is the true significance of this sum? Surely, that so far as actual earnings is concerned, discount does not cut so much ice as we have been wont to suppose. Of course—and let me hasten to say it—no merchant, big or little, should ignore \$25 a month of earnings; but let us not pay more than we should pay to get that \$25.

Fact is, so much merchandise is now bought on a net cash basis that the possibilities of discount-earnings are greatly curtailed.

Next, this man paid interest of \$270 last year; showing, apparently, right on the face of the books that he paid so nearly as much as he got that it was not worth his while to borrow. Just a

little miscalculation could have resulted in his paying more than he got.

Lastly, his statement shows that he has on hands nearly \$1,500 as against \$2,000 borrowed; so he is paying around \$10 per month now for money most of which he seems not to need very badly, and in the meantime, he has seemingly too much stock.

And there is the crucial point: That borrowed money provides us with such ample funds that we are liable to forget the purpose for which we borrowed, buy more liberally than we would if we did not have those funds, and hence defeat the very object we had in view when we borrowed.

Debt Should Be Shunned By All

Now, in most instances where small men like you and me are concerned, the one great safeguard is to shun debt. Let us take our own medicine—which we are ready enough to prescribe for our customers and the public generally—and realized that very seldom are we really justified in borrowing money to buy merchandise. Better buy less, buy oftener, and pay as we go with our own money.

And one immensely valuable result of such policy will be that we automatically will collect from our customers more promptly, more insistently; for then we shall have solid facts behind our plea that we need money with which to pay our own bills. Psychology will be with us in this condition, and it's a wonderful force if we but think of it as that telepathic emphasis which always tends to carry conviction when our word actually is backed up by facts.

I am not unmindful that the man with cash on hand is said to be able to buy more entirely on the inside that he who must have regular time; so that the benefits of having funds are not confined to the single purpose of discounting bills. But the man who buys a case or two which the seller knows will be paid for less regular discount is in every way as advantageously situated as he who buys large lines on the same basis.

So it is my thought that, speaking by and large, one great factor in limiting stocks to what can be turned rapidly; in hastening collections; in keeping business well in hand and not fooling ourselves with vague imaginings is to operate within our own capital. Then if we make it a rule, to be observed with mighty few exceptions, that we shall buy only what we can discount, we shall be working on safe lines—and practically make as rapid progress as if we go into anything like "high finance."

And here again, let me say finally, that I am talking right out of my own experience. For I have borrowed money to finance discounts while doing a \$30,000 business; and I have arbitrarily cut out borrowed capital and wiggled through with more clean dollars-and-cents net profit, while carrying little more stock for a \$60,000 to a \$75,000 business. But just the same, this is a vital subject, so I hope we shall have further discussion of it.

Significance of Mail Order Charge Accounts

I have always contended that well-regulated credit is a sound adjunct to any business, and a story is going the rounds now that is peculiarly significant. It runs:

A merchant who was about to change from a mixed credit-and-cash business to one strictly cash learned from a farmer-customer that a big mail-order house was offering charge accounts, on certain well-defined lines, to a select list of consumers; and thereupon the merchant took another think. The plan is that this house will ship anything to those people provided they agree to pay their bills on or before the 10th of the following month.

This means that this splendidly managed concern has concluded that, in present circumstances of general prosperity, it can make more money by extending credit in this way than by adhering strictly to cash.

But it also means that one big argument hitherto advanced by the local merchant about the convenience of buying at home on credit against sending money away on a cash basis is no longer worth much; or at least that it will be effective only with such customers as are not good enough for this house.

This move can be countered in a way that should prove very advantageous to the local man; for he can ascertain just who in his community is on the S. R. & Co. credit list, and can offer to extend credit on the same terms. Then if he is the kind of man who can follow out the system exactly according to agreed terms, he can do business against this new move and make a lot of additional business. If he is not that kind of man, he is not apt to make a success any way.



RUSSIAN SUGAR BEET ACREAGE DECREASES

The area sown to sugar beets this year for the whole of Russia is estimated at 1,099,800 acres as compared with 1,497,219 acres in 1916.

THE CLERKS' DEPARTMENT

HOW BUSINESS MAGNATES GET THROUGH THE DAY

A Sketch of the Working Methods of Some of the Biggest Men in American Industry.

The business magnate of the present day has a tremendous range of activities thrust upon him. He has perhaps the presidency of one large corporation, a responsibility equal to the energies of the most able man; in addition, he will be on a dozen boards of directors, have control of a number of subsidiary concerns and own a trust company or two. As side interests he perhaps owns blocks of real estate here and there, and, has investments of various descriptions scattered over the map.

How does he look after things? How does he divide his time so that every interest gets the necessary attention? B. C. Forbes attempts to answer this question in "Every Week," and the following entertaining and illuminating article is the result:—

How Big Men Get Through the Day.

I talked recently with John D. Rockefeller on how he accomplished so much when in harness—he retired from the daily grind long before he was sixty.

"I was never a slave to business," he told me. "Even in my active years, I used to run away to the country quite often, and enjoy tree-planting, landscape-gardening, road-building—and playing with little folks."

This did not seem to explain how Mr. Rockefeller conceived and created the most wonderful business organization of the nineteenth century. So I tried again.

"I really never did anything wonderful," the oil veteran replied almost rebukingly. "I just did the best I knew how the things each day brought to be done."

I tried again. A twinkle came into Mr. Rockefeller's eyes. "We managed to do what we did because we picked able men to do things—men of great ability."

Which is in line with the reply of the chief private secretary of a financier, whose capacity for work and record for achievement are the talk of the financial community. He said, when I spoke to him:

"My boss's plan is extremely simple. He gets other people to do the work."

That is more true than untrue. One requisite for the big man is a model private secretary; one who can work day and night; one who can smile perpetually and turn away visitors in a happy frame of mind; one who can say the right thing and write the right kind of letters without bothering his chief for instructions.

Each Day Mapped Out in Advance.

This, however, does not cover the whole ground. Some of the busiest men in the country lay out a daily routine which they

adhere to rigidly. They set apart so many minutes for reading their mail and dictating replies, so much time for receiving business visitors, the necessary time for attending directors' meetings, conferences, and other scheduled engagements—each day is carefully mapped out in advance, so as to conserve every moment and enable all tasks to be accomplished smoothly.

That is the method adopted by the head of the country's largest bank.

On the other hand, certain tremendously busy leaders make as few appointments as possible in advance. They simply have the man they want to see called up and requested to hurry over. This is the plan commonly followed by the most active of the Morgan partners, Henry P. Davison. This house has been spending more than a billion dollars a year for the European Allies alone, and such a multiplicity of questions arise every day that they have to be tackled as they come up and when they come up. Some point regarding the munitions being shipped by, say, the Westinghouse Company is raised by cable, and *ting-a-ling* goes the telephone. "Mr. Davison would like to see you at once," the secretary informs the president or other active executive.

A Summons From the Corner House.

The other day a representative of the French government, the president of a big trust company, a British government functionary, and the head of a huge industrial corporation all passed through the Morgan portals, one after another, within the space of five minutes.

In despatching their day's work, the Morgan partners have an invaluable advantage over most other individuals and firms. It is this. There is hardly a notable in the financial community who is not prepared to cast everything aside and hasten to the Corner House in obedience to a summons. In other words, Morgan & Company these days have the first call upon the attention of the inhabitants of Wall Street. Prearranged appointments, therefore, are not essentially necessary in their case.

No bank president in America has done so many big things in the last three years as Frank A. Vanderlip, head of the National City Bank, the \$50,000,000 American International Corporation, the International Banking Corporation, the National City Company, the Midvale Steel & Ordnance Company, etc. Mr. Vanderlip believes in system—and in having colleagues attend to all details. His secretary achieved such extraordinary success in relieving Mr. Vanderlip of avoidable calls upon his time that he was elevated to the official position of "assistant to the president," and a little later was snatched up by one of the most progressive and profitable firms in Wall Street and enrolled as a partner.

Mr. Vanderlip is one of the few financial dynamos who insist on opening and reading all their own mail, although his secretaries reply to three-fourths of it

without even a word or suggestion or instruction, and very seldom have to rewrite any communication after the president has read it over preliminary to signing it. Nor does this specimen page from the Vanderlip calendar indicate the number of officers and other employees of the bank and its allied organizations who invade his outer office at almost every hour of the day, ready to seize an opportunity to get a decision from him.

Dictating Letters on the Train.

Numbers of big men have their secretaries travel with them to and from their country houses, so that replies to correspondence can be dictated en route. Speeches, too, are sometimes prepared during these journeys. Mr. Vanderlip invariably starts his day's work the moment his train leaves Tarrytown-on-the-Hudson. Then, quite frequently, persons who have been unable to get at him during business hours lie in wait for his exit from the bank on his way home, and accompany him on the subway ride uptown.

The president of the United States Steel Corporation, James A. Farrell, sees probably more people and gets through more work in a day than any other man in America. It is not unusual for him to dispose of fifty or even sixty business callers between nine in the morning and five in the afternoon. In addition, he has to attend the regular meetings of all the subsidiary companies of the corporation, and give his personal attention to stacks of statements and communications of all kinds from the higher-ups among the corporation's 260,000 employees; while, because of his unparalleled knowledge of foreign trade, he is constantly bombarded with queries pertaining to that phase of the business. Often, too, he is consulted by other concerns entering the foreign field. Many a night he takes home a thick bundle of papers, over which he works until bed-time.

Mr. Farrell has a tremendous advantage over most executives in that he has a very remarkable memory. He carries in his head literally millions of facts and figures, and can therefore go through work with a rapidity and accuracy beyond the reach of ordinary mortals.

"Every business organization is nothing but an aggregation of details," says Mr. Farrell, "and it is essential, therefore, to have complete knowledge of details."

The eyes of Europe have been focussed more on the American International Corporation than on any other institution or organization on this side of the Atlantic; for the industrial nations abroad see in it a machine for the conquest of the world's markets on a scale unapproached by any other enterprise. Last year no fewer than 1,300 propositions from every part of the world were submitted to the American International. Of this number fully 1,000 were rejected, while the balance remained to be studied. No organization ever had so many invitations to spend money.

The man upon whom devolves the task of passing upon propositions and directing the work of the corporation is Charles A. Stone, formerly the multi-millionaire head of Stone & Webster, the electrical engineers and owners of public-utility enterprises scattered throughout the United States. Mr. Stone agreed to accept the presidency of the American International chiefly because of the opportunities it would afford for the training and development of capable, ambitious young Ameri-

cans, and, incidentally, because of the incalculable value to American business and American labor that would flow from expansion of the country's foreign trade and its financial operations all over the world.

"People often come to our offices and express resentment when told they can not see me because I am tied up," Mr. Stone remarked to me recently. "I wish people would understand that when I don't see them it is because I can not, and not because I would not like to. It is simply a physical impossibility to see every one who chooses to call; for we have serious work to do, much of it along pioneer lines, requiring a great deal of research and study and analysis."

I was privileged to glance at Mr. Stone's engagement card the other day. He had a meeting at 10.15, and others at intervals until 3.30, the last being a meeting of the directors of the International Mercantile Marine. In between he had a conference concerning the corporation's contract looking toward the construction of 1,000 miles of railway in China, an appointment with certain interests identified with construction work in Buenos Aires, a long interview with an eminent official from Russia over the huge projects the American International is to carry out in the land of the ex-Czar, a conference on important proposals in Latin-America, a luncheon date with the other members of the corporation's executive committee, and so forth.

Then, there is not an hour of the day when Mr. Stone is not waylaid by a vice-president or other officer who finds himself confronted with a problem calling for presidential solution.

How to dismiss visitors speedily, yet politely, is a difficulty that confronts every influential man of affairs.

When one magnate pays a business visit to another, he briefly explains what is on his mind, has the point settled without a moment's unnecessary delay, and gets out. But some people whose time is not worth

a thousand dollars a day—as is the case, I figure, with every name I have already mentioned—fail to realize that "time is money."

A. Barton Hepburn, head of the Chase National Bank, one of the largest in New York, tries hard to see every one who asks for an audience, with the result, that occasionally there is a crowd outside his door.

It may contain two or three "stickers"—men who, once inside, are good for an hour. Mr. Hepburn has hatched a simple little method of extracting himself from this sort of dilemma. He gets up from his desk, goes outside his private office door, and starts at the top of the line; and, though he is scrupulously polite, his visitors realize that he is in a hurry, and the fact that they must do their talking standing up pushes them to the point.

J. P. Morgan Had No Waste Motions.

I once stood and watched the late J. P. Morgan work at higher speed than any human being I have ever known. He was to sail for Europe in the afternoon, and a line of visitors a block long had to be disposed of. The veteran banker gave an exhibition of doing, not two, but three things at once.

He interviewed the callers at the rate of thirty or forty an hour, he kept perusing a pile of mail on his desk, and dictated letters to his secretary—all at one time! The moment the hour for his departure arrived, he held up his hand, pointed to his secretary to pick up the papers on the desk, and closed the roll-top with a bang. Meanwhile an employee informed the remaining callers that Mr. Morgan could see no more of them.

The whole thing was done like clock-work; but through it all the big man perspired copiously. One reason Morgan could do so much was that he could and did make up his mind in a flash. In the days when he was building up the foreign exchange end of his house, the exchange brokers used to step up to his desk, tell very briefly what they had to sell (or

buy), and received an immediate "I'll take it" or "Not interested."

The nation's foremost capitalists now strive to find more time to see people than they did fifteen or twenty years ago. It was then fashionable to hold aloof from all but the financially elite. Harriman softened in this respect about two years before he died.

His system of getting through work was to snap out two or three words or two or three sentences to trusted employees who could write shorthand with lightning rapidity. Harriman could diagnose a situation and reach a conclusion more quickly, probably, than any other capitalist in the land. Like Farrell, he carried a phenomenal store of information and ideas in his mind.

Theodore N. Vail, president of the billion-dollar Bell Telephone system, has the reputation of being able to allocate enough work in four words to keep a man busy for weeks. He was an incessant worker for many years; and even now, although he is over seventy, he keeps the telephone wires sizzling wherever he travels through the country. He tells me that his system is to encourage all ranks of the American Telephone Company's 150,000 employees to send suggestions to the executive office, so that no good idea may be ignored.

Mr. Vail, as colleagues put it, "simply eats up work." He summons subordinates right and left, gives them brief, clear-cut instructions, and immediately turns to the next matter requiring attention.

Contrary to popular belief, however, the busiest men rarely appear to be extra-busy; that is, they do not rush hither and thither, toss papers about, sweat and fume. They appear always to keep in mind the dictum that "a gentleman is never in a hurry." To watch them—most of them, at least—one would think they had all the time in the world, they work so quietly, smoothly, and deliberately. But they don't make many waste motions or use many unnecessary words.

SOCKEYE RUN A FAILURE ON PACIFIC COAST

That the 1917 sockeye run is a certain failure, is the opinion of E. B. Deming, president of the Pacific-American Fisheries, the largest salmon-canning plant in the world with canneries at Bellingham and in Alaska. Confirming his opinion, Mr. Deming has closed down the big can factory at Bellingham and announced reductions in other payrolls. Other prominent cannerymen on the coast are of the same opinion and believe that the big run of sockeye is a thing of the past. Mr. Deming states that he believes the 1913 run was the last of the big runs, the fact that very few fish had passed into the Fraser this year being given as his reason for this view. He added that this year's pack would not equal more than 25 per cent. of that of four years ago.

In the north the salmon run is said to be equally disappointing and it is said that the Icy Straits section in Alaska is the only place where the usual run has been experienced. The pack at Cook Inlet is not expected to reach a quarter of that of former years.

TOBACCO CHIEF SOURCE OF EXCISE REVENUE.

Tobacco is now the chief source of excise revenue in Canada and intoxicating liquors have fallen to second place with

the spread of prohibition. Returns for the month of June last, issued by the Inland Revenue Department, shows that the duties collected on tobacco amounted to \$932,681.88, and on cigars to \$62,145. The duties collected on spirits amounted to \$752,059.52, those on malt liquor to \$10,532.70, and those on malt to \$167,816. Special war taxation netted \$121,513.78. The total receipts of the Inland Revenue Department during June were \$2,146,095, as compared with \$2,105,592 in June, 1916.

FOOD PRODUCTS IN VENEZUELA Reduction of Import Duties on All Canned Goods

The following is contained in a cablegram from the American minister at Caracas:

The Government of Venezuela has adopted a resolution providing for the reduction of import duties on all canned goods. Shellfish and other fish not otherwise specified, prepared in any manner, will be dutiable under the second class plus a 50 per cent. surtax (equivalent to \$2.06 per 100 pounds), representing a reduction of 40 per cent. from the present rates of duty. All of the following have been placed in the third tariff class with a surtax of 50 per cent. (equivalent to \$5.14 per 100 pounds), representing a decrease of 50 per cent. from present rates: Prepared

foods of animal origin in the form of powders, glutinated compounds, or extracts not otherwise specified; sweetmeats of all kinds; prepared foods of vegetable origin not otherwise specified; dried fruits and nuts with shells and fruits preserved in their own juice, or in syrup, or dried; and prepared grain and vegetables not otherwise specified.

These reductions become effective September 1, 1917.

DRIED FOODS FOR CANADIAN AND U. S. ARMIES

Dried fruits may to a large extent be used in place of canned goods for the United States army abroad because of advantages of packing and shipping. Experts of the department of the army responsible for food supply have indicated a preference for dried fruits, and experiments are being carried out in the drying of vegetables. Canadian food experts have been in Washington studying the subject of drying foods with a view to supplying the Canadian soldiers with large quantities.

Some seasonal decreases were made in the prices of potatoes, eggs, butter, cheese, bread, flour, beef, fruits and fish. Coal also declined slightly. Counterbalancing these decreases were advances in iron, steel, hardware, textile and to some extent in wood for fuel and rents.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

MARITIME PROVINCES

C. S. P. Robbins, vice-president of Parker-Eakins Co., Ltd., wholesale grocers of Yarmouth, N.S., is dead.

Fowler Milling Company, Ltd., has selected a site in the city of St. John, N.B., as its headquarters for business.

QUEBEC

A. Aubry, grocer, Montreal, Que., has sold out.

R. Laberge, general store, Chateau-guay Basin, Que., has sold out.

Hong Ark Chong, grocers, Montreal, Que., have registered partnership.

A. Labelle of St. Johns, Que., was a business visitor to Montreal this week.

H. W. Horsfall, grocer, St. Lambert, P.Q., has sold his business to H. de Bishop.

Howe, McIntyre & Company, grocery specialties, Montreal, Que., recently suffered fire loss.

G. George & Bros., general store, Fasset, Que., have been succeeded by S. George & Bros.

R. Mettayer 100, 11th Avenue Lachine has resumed business in a new store on his property there.

Bruneau, Currie & Co., Ltd., wholesale flour, stock partially damaged by smoke and water.

V. Loiselle 843 Des Montagnes St., Montreal has resumed business in groceries at his former premises.

Z. Tougas has purchased the business of Mrs. C. Demuy, 155 Desiree St., Montreal, and will continue in grocery lines.

Oscar Belanger's grocery store was badly wrecked in explosion of Curtis-Harvey munition plant at Rigaud, Que., recently.

J. E. Hunsicker, grain merchant, Montreal is making a good recovery from his recent indisposition and is back at home from hospital.

J. Simpson, of Chase and Sanborn, coffee merchants, Montreal, has left for Toronto where he is to superintend the firm's exhibit in Toronto Exhibition.

Messrs Cox, and Keegan of the Quebec sales staff of the Cowan Co., Ltd. of Toronto, cocoa and chocolate merchants are to be in attendance at the firm's exhibit in the Sherbrooke Exhibition and also at the Quebec City Exhibition to be held shortly.

J. L. Freeman, representing H. D. Marshall, broker in Quebec Province with offices at Montreal, is taking charge of the five booth exhibit of the specialties amongst his firm's lines such as Teco pancake flour, Monkland oats, Ralston wheat food, Purina, etc.

Peter Kearney of Kearney Bros. tea merchants, Montreal, after making a good recovery from a prolonged illness,

has had the misfortune to fracture his thigh, and is only just getting over the effects of the accident which necessitated his sojourn for a time in hospital.

Alex. Laird, representing Dominion Cannery, Ltd., has recently completed most successfully an interesting business trip through the Chicoutimi and Lake St. John district of Quebec, one of the most essentially French districts of the Province. He found there a very thriving condition of business generally, an interesting and picturesque country, and prosperous farming communities with other local industries in good shape. A big blue-berry crop was being harvested when he left, the farmers and their families camping on the wide berry ground known as "Africa". They figured on \$1.75 per box of 40 lbs. of blue berries on the ground. Mr. Laird found a ready market for specialty lines of his firm's production.

WESTERN PROVINCES

P. Prouse, general store, Wadens, Sask., has sold out.

A. W. Jones has been engaged by D. H. Bain Co., Winnipeg, as traveller in the city and outside points.

Practically all the business portion of the town of Estuary, Sask., was burned out on Aug. 1 including the following: Winograd and Krasnoff, general merchants; Lutz meat market, Karetzig's general store, B. C. Cafe, American Cafe, Mendelvitch's general store, Larby's hotel, Karlenzik's general store, Norby's hotel.

ONTARIO

Cornell & Foulston, grocers, Toronto, have sold out.

L. J. Lahey, grocer, Toronto, Ont., has sold to R. C. Williams.

Geo. O. Moore & Son, grocer, Fort William, Ont., is discontinuing.

Edwin Gammage, for forty-six years a grocer of Chatham, Ont., is dead.

P. T. McLaurin, general store, Vank-leek Hill, Ont., is retiring from business.

W. R. Parmiter, grocer, Bloor street, Toronto, has sold his business to W. H. Thompson.

Archibald J. McDonald, member of firm of A. A. McDonald & Bros., died recently in Georgetown, Ont.

John Watson is starting a vinegar factory in Listowel, and has secured services of Mr. Telfer of Port Hope, a vinegar expert.

John Morison for many years engaged in the wholesale grocery business, died recently in Toronto at eighty years of age. He had retired from business some years ago.

Chatham plant of Libby, McNeil and Libby Company will handle the product of 1,500 acres in Kent county this sea-

son. The new factory is rapidly nearing completion.

James Jermyn, pioneer miller and founder of the town of Minnedosa, Man., died recently in Toronto. For many years he was one of the best-known men of business in the Prairie Provinces.

Whitaker Baking Company after forty-two years business under members of one family has been sold to Messrs. Gignac of London and Page of Windsor. Business will be conducted under the old name.

Toronto City Dairy Company will erect a building in Listowel to look after local business. Two thousand pounds of milk daily are being sent from Listowel to the Toronto headquarters of the City Dairy Company.

GOVERNMENT TAPPING NEW FISH SUPPLIES

A new policy has been adopted by the Ontario Government in connection with the supply of fish. The Government will in future control through public ownership and operation all the commercial fishing in Lakes Nepigon and Nipissing. The plan was formulated in co-operation with the Dominion Food Controller, and includes Government direction of the distribution of Ontario-caught fish from the waters to the consumer at prices dictated by the province. Hatcheries, and adequate warehouse and storage facilities will be constructed by the Government at the lakes, and it is expected the municipalities benefited by the new policy shall arrange for the necessary storage and marketing equipment at the point of consumption.

WHEAT PRICES FIXED IN U.S.

A report from Fargo, N.D., states that according to a message from a Congressman, a price of \$1.65 per bushel for wheat in the United States had been decided on by M. C. Hoover "in his own mind." The Congressman in transmitting the information urged farmers' associations to protest to Washington concerning the price.

U. S. RICE CROP UP TO EXPECTATIONS

Recently compiled statistics indicate that the United States rice crop for 1916-17 was up to expectations. A complete statement shows that the crop totalled 9,672,389 bags averaging 186.30 pounds each. The crop amounted to 40,045,839 bushels. The report showed that the receipts of rough rice by association mills amounted to 4,047,600 bags and for the three states the receipts were 8,348,325 sacks.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

INTEREST in the grocery trade was focussed on the recent order of the Food Controller in prohibiting the sale of canned goods in Canada in the West until October 1, and in Eastern Canada until October 15. Wholesalers assert that there will probably be very little difference in trade returns as a result, owing to the small consumption of this particular class of canned goods during the months of September and October. There is only one class of people on whom it may bear somewhat heavily, namely, the farming communities of the West during the harvesting period, as they are big consumers of canned commodities at that time. Prices on canned salmon were not announced during the week, there being some possibility that domestic trade might not have the option on one-pound sockeye talls at all as the pack is expected to be light.

There was a movement toward higher prices in provisions, induced by the recent high price of hogs. Live hogs, however, took a big drop and this may presage easier prices in meats, coming as a result of the British embargo on bacon. Both butter and eggs were higher. Cheese was also slightly firmer in price. New crop honey is reported light and prices are higher in consequence.

There was considerable activity in the dried fruit market during the week, as the California Raisin Association named their opening prices, which were considerably higher than the opening of last year. Prunes also advanced at Coast points. Rices are in firm market and a more general shifting toward higher levels took place during the week. Other lines in which advances were registered during the week included sardines, lobsters, compound jams, shrimps, icings, baking powder, marmalade.

In the sugar market steadiness prevailed with a disposition to mark time in view of an easier position in the primary market in the United States. Ontario winter wheat flour was lower in price. Manitoba flour remained unchanged and mills are booking ahead for no greater period than thirty days, owing to the uncertainty over control of the industry. Business was fairly good in grocery trade during the week.

QUEBEC MARKETS

MONTREAL, August 28.—Advances and firmnesses of market tone are noted this week in some interesting lines. Jams have gone up. Canned goods are firm though quiet, and some lines of salmon have advanced. Candied peels are firmer and there will be shortages of nuts in the shell and shelled which may mean advances before very long. Prices on cane syrups are withdrawn due to the firmness of the sugar market which, however, is steady at present. Dromedary dates have advanced, raisins and prunes are firmer. In the provision lines hams, bacons, etc., are threatening to advance, but butter is a little easier. Corn products, starches and syrups may be found in easier market before long; glucose has already declined 25 cents per 100 lbs. Fruits and vegetables show some unexpected shortages causing firmness of market, but are in the

main easier owing to season's production. Fish are steady and not unduly firm in market. Business is reported normal, in some lines like poultry good.

Jams Registered

An Advance

Montreal.

JAMS, ETC.—There has been a general advance in jams which can be gauged by the alteration in prices upwards for the 16 oz. glass jars. These have advanced ten cents per dozen for all jams except raspberry jams which have advanced twenty cents a dozen. The prices for various jams in sixteen ounce containers are now as follows: Strawberry, \$3 per doz; raspberry, \$3.05 doz.; black currant, \$2.90 doz.; red currant, \$2.90 doz.; plum, \$2.65 doz.; greengage, \$2.70 doz.; and apricot, \$2.90 per dozen.

An advance in Norway sardines brings these to \$20 per case of a hundred quarter pound tins. There are some cheaper grades, but the price quoted is for the highest grade. A scarcity of Scotch salt herrings due to embargo on these is reported, with demand existing but no abundant supply.

Sugar May Have Reached The Top

Montreal.

SUGAR.—The situation as to sugar is unchanged from that described last week, and interest is turned on the doings of the United States which have a bearing on the Canadian conditions of market. It is believed now by some refiners that sugar has really reached the top of the market, but there are varying views as to this. The effect of the American Food Controller's actions will possibly bring about reductions in price in Canada, but so far only beet sugar has been affected on the U.S. side. With the speculative (or paper market) no longer available as an indication of market trend refiners are rather in the dark as to what events may bring forth, but meantime most refineries are very busy catching up back orders which will take them still a considerable time.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 25
Acadia Sugar Refinery, extra granulated.	9 25
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 05
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Firm, But Quiet Market

Montreal.

CANNED GOODS.—Market for canned goods is reported quiet due to the action of the Food Controller in ordering an embargo on the buying and selling of canned fruit and vegetables at retail until October 15 with a view to

conserving the stocks and new pack while fresh fruits and vegetables are available. No word on the opening prices on salmon has been received from B.C. to date of writing but there is no question of doubt as to shortage of supply. This may not mean very much advanced opening prices, but will mean very soon advanced prices to the retailer under ordinary market conditions. Some lines of salmon in cans are advanced this week. Strawberries and gallon apples are firmer this week. News of the crops for canning purposes runs to the effect that beans are likely to be in short pack, corn also, though corn crop prospects are better, tomatoes improved prospects, raspberries light crop and pro rated delivery, pears light on bartlettts, fair of Keiffers, peaches light, plums and apples also light crop.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats.....	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 80	
Pinks, 1-lb. talls	2 20	
Cohoos, 1-lb. talls	2 65	
Red Springs, 1-lb. talls.....	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25	
Canadian sardines (case).....	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	20 00	
Canned Vegetables—		
Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack	2 25	
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 75	
Peas, Early June	1 80	
Beans, golden wax	1 60	
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s	2 80	
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans, doz.)	8 50	
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	
Red cherries, 2s	2 25	
Strawberries, 2s (old pack).....	2 75	3 00
Blueberries, 2s, doz.	1 35	
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	
Pumpkins (gallon), doz.....	6 00	
Apples (gallon)	3 75	4 25
Peaches, 2s (heavy syrup).....	2 00	
Pears, 3s (heavy syrup).....	2 45	
Pineapples, 1½s	2 25	
Strawberries (new crop), heavy syrup, 2s	2 95	3 00
Strawberries (new crop), group "B"	2 87½	

Raisins, Prunes

And Peels Firm

Montreal.

DRIED FRUITS.—The market for dried fruits is still a little dull with demand not very developed, but news of the opening prices for raisins in California shows that these are three quarters of a cent above the previous high record. Wholesalers bought on firm basis so that raisin prices are likely to be higher this season again. Prunes are high also, but in good demand it is said. A one cent advance is recorded for Dromedary Dates which are now quoted at 13½ cents instead of 12½ cents a pound. Candied peels (drained) are still firmer in market. They are costing the importer higher, and selling to wholesalers at prices practically double the scale of pre-war years. In the past three months these advanced ten cents a pound altogether; recently another two cents advance has been scored, and peels are scarce.

DRIED FRUITS.—An advance in eva-

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	0 13½	0 14
Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots—		
Choice, 25's, faced, new crop..	0 28	
Nectarines, choice	0 11½	
Peaches, choice	0 13	
Pears, choice	0 15	

DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	0 33	0 34
Lemon	0 25	0 26
Orange	0 28	0 29
Currents—		
Filiatras, fine, loose, new....	0 21	0 22
Filiatras, packages, new, lb....	0 21	0 22
(In the present condition of market current prices are considered merely nominal.)		

Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	0 13½	
Fards, choicest	0 12½	
Hallowee (loose)	0 13	
Excelsior	0 12	
Anchor	0 09	

Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	
1 lb. glove boxes, each.....	0 12	
Cal. bricks, 8 oz., doz.....	0 95	
Cal. bricks, 10 oz., doz.....	1 20	
Cal. bricks, 16 oz., doz.....	1 40	
Cal. layers, 10 lb., 5 rows, box.	1 60	
Cal. fancy, table, 10 lbs.....	1 60	

Figs—		
Spanish (new), mats, per mat.	2 40	
Comadore (Portugal), per mat 33 lbs.	2 40	
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12½	0 12½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	0 11	

Prunes (Oregon)—		
30s	0 13	
40-50s	0 12½	

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown		3 75
Muscateles, loose, 2 crown.....		0 10½
II 0 ¼ 0 10 0 11 0 12 0 13 0 14 0 15 0 16 0 17 0 18 0 19 0 20 0 21 0 22 0 23 0 24 0 25 0 26 0 27 0 28 0 29 0 30 0 31 0 32 0 33 0 34 0 35 0 36 0 37 0 38 0 39 0 40 0 41 0 42 0 43 0 44 0 45 0 46 0 47 0 48 0 49 0 50 0 51 0 52 0 53 0 54 0 55 0 56 0 57 0 58 0 59 0 60 0 61 0 62 0 63 0 64 0 65 0 66 0 67 0 68 0 69 0 70 0 71 0 72 0 73 0 74 0 75 0 76 0 77 0 78 0 79 0 80 0 81 0 82 0 83 0 84 0 85 0 86 0 87 0 88 0 89 0 90 0 91 0 92 0 93 0 94 0 95 0 96 0 97 0 98 0 99 0 100 0 101 0 102 0 103 0 104 0 105 0 106 0 107 0 108 0 109 0 110 0 111 0 112 0 113 0 114 0 115 0 116 0 117 0 118 0 119 0 120 0 121 0 122 0 123 0 124 0 125 0 126 0 127 0 128 0 129 0 130 0 131 0 132 0 133 0 134 0 135 0 136 0 137 0 138 0 139 0 140 0 141 0 142 0 143 0 144 0 145 0 146 0 147 0 148 0 149 0 150 0 151 0 152 0 153 0 154 0 155 0 156 0 157 0 158 0 159 0 160 0 161 0 162 0 163 0 164 0 165 0 166 0 167 0 168 0 169 0 170 0 171 0 172 0 173 0 174 0 175 0 176 0 177 0 178 0 179 0 180 0 181 0 182 0 183 0 184 0 185 0 186 0 187 0 188 0 189 0 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Cal. seedless, 16 oz.....	0 12½	0 14
Fancy seeded, 16 oz. pkgs.....		0 12½
Choice seeded, 16 oz. pkgs.....		0 12
Valencias, selected		0 11
Valencias, 4-crown layers		0 11½

Rangoon beans, per bush.....	8 00	
Lima, per lb.	0 21	
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb....	0 15½	0 16
South American	5 70	
Peas, white soup, per bush.....	5 00	
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs....	6 25	7 25
Barley, pearl, per bag 98 lbs....	7 50	8 00

Rangoon Rice Has Advanced

Montreal.

RICE.—The prediction made in CANADIAN GROCER last week as to an advancing tendency in rice has been fulfilled. Rangoon rice advanced 35 cents a hundred pounds this week. Rangoon "B" is now worth \$7.80 per hundred pounds. Tapioca keeps scarce and firm priced. There are rumors of damage to rice fields in the Southern States by salt water inundations, and the shipping difficulties continue to keep the market firm for Oriental rices. There may be further advances in the fancy rices but meantime these are available at prices quoted.

"Texas" Carolina, per 100 lbs....	9 50	9 90
Patna (fancy)		10 15
Real Carolina, per 100 lbs.....	10 50	11 50
Patna (good)		9 40
Siam, No. 2	7 25	9 15
Siam (fancy)		8 40
Rangoon "B"		7 80
Rangoon CC		7 60
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Coffee Steady and Cocoa Unchanged

Montreal.

COFFEE, COCOA.—There is absolutely no change in the coffee situation as far as the market interesting the retailer is concerned. This market has been even for months, and no indication is yet given of a change either upwards or downwards. The passing fluctuations of the New York speculative market do not affect the prices in Montreal, and no factor of great power to affect these prices has developed in many months. Anticipations are towards a bigger consumption of coffee now that the fall is approaching. Cocoa is also in quiet steady market, and there is no special feature to mention while prices remain as last week. It should be noted, however, that firmness in sugar market may cause firmness in some lines of sweetened cocoas sold in bulk.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market is Still Stronger

Montreal.

TEA.—The market for tea still displays every sign of further strength in spite of the in-filtering of occasional supplies. The feature in the strength-

ening market is Japan tea, which is still higher in price now than previously mentioned. Additional freight rates and the actual shortage of crop account for the strength. Indies and Ceylons are shut off seriously by lack of ships. China tea is not to be counted upon to any great extent this year. Java teas are coming forward and the market is interested in these as they show marked improvements over former years' experience, and these if lasting improvements, will interest the market further. The situation as to prices to retail trade is unaltered this week.

Pekoe, Souchongs, per lb.....	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Pickling Spices are In Greater Demand

Montreal.

SPICES.—The market is showing a good deal more activity. Business in pickling spices and all spices used in the preserving of vegetables etc., is in rapid progress now, and the market for these spices is firm as predicted several times in CANADIAN GROCER. There is also a much firmer market for cloves, and these are very scarce. Carraways are to be firmer though the Canadian product is to be available in rather more quantity it is thought this season. Cream of tartar is still firmer this week, and likely to be more so. The outlook in all spices is for shortages now and slow replenishment of spot stocks which are dwindling in New York owing to consumers demand.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar	0 60	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk.....		2 00
Caraway, Dutch, nominal		0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded cocoanut, in pails.....	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Summer Apple Crop Is Disappointing

Montreal.

FRUIT AND VEGETABLES.—The important fruit this week is the apple. Canadian summer apples have come forward in barrels as predicted last week, and the supply of them is short while the quality is variable. Three grades are represented. There will be no cheap apples this season is the opinion of an expert in the business. The prices of Montreal barrel apples are given below. Lemons keep firm and high priced. Peaches, however, have dropped from 75 cents to a dollar a box this week. They are in good demand and more

plentiful. Black currants are almost done. Pears are a little more expensive. In the vegetables Spanish onions in large crates are new and quoted at \$4.00. Canadian egg-plant has arrived in quantity replacing American shipments. Cucumbers are cheaper. Leeks are more plentiful. Turnips and beets by the bag are in good supply and quality. There is a very big supply of all vegetables and farmers are selling direct to consumers at present making business not as good from the retailers and wholesalers' point of view as it will be when the holiday season is quite over.

Bananas (fancy large), bunch...	2 75	3 50
Oranges, Valencia (lates)	4 50	5 00
Grape fruit	2 75	3 50
Lemons		8 50
Limes, box of 80		1 50
Pineapples, Cuban, crate		4 50
Pineapples (Cuban), 24's, each..		0 75
Watermelons (U.S.), each.....	0 50	0 60
Cantaloupes, crates, 45's		6 00
Apples (in boxes)—		
Winesap		4 00
Ben Davis		4 00
Apples, new, U.S., bkt.		2 50
Apples, new, Montreal (in bbls.)—		
No. 1		6 00
No. 2		4 50
No. 3		3 50
Apples, new, Canadian, 11-qt. bkt.		0 50
Cauliflower, per doz. bunches...	1 50	2 00
New corn, crate, doz.	0 10	0 15
Celery, Canadian, per doz.	0 50	0 75
Onions, Australian, sack 100 lbs.		6 00
Onions, Canadian, new, doz. bun.		0 50
Onions, Spanish, ½ crate.....		2 25
Spanish onions, large crate		4 00
Potatoes (new), bbl.....	5 00	5 50
Potatoes, new, bag	1 75	2 00
Potatoes (sweet), per hamper....		4 00
Carrots (new), per bunch		0 25
Beets (new)		0 90
Parsnips		2 00
Peas, Canadian, bag		1 00
Turnips (new), bag		0 90
Lettuce, curly, per doz.		0 25
Lettuce, head, doz.	0 75	1 00
Tomatoes (Montreal), box	0 50	1 25
Horse radish, per lb.		0 25
Cabbage (Montreal), doz.	0 30	0 50
Beans, wax, bag (Montreal)....	0 75	1 00
Beans, green, bag (Montreal)...	0 75	1 00
Peas (new, Montreal), bag.....		1 00
Leeks, per doz. bunches		1 50
Parsley, doz.		0 25
Mint, doz.		0 50
Watercress, doz.		0 50
Spinach (Canadian), box		0 50
Rhubarb, per doz.	0 25	0 25
Eggplant, per doz.	1 00	1 50
Garlic (Canadian), lb.		0 15
Endive (Canadian), lb.		0 25
Strawberries, per crate 54 quarts		4 00
Cucumbers (Montreal), doz.	0 10	0 25
California plums, box	2 75	3 25
Do., peaches, box		3 00
Peaches (Can.)	1 25	1 50
Cherries (California) box		3 50
Cherries, Canadian, 11 qts.....		1 50
Cherries, Canadian, bkt.		0 75
Cherries, preserving, bkt.		1 25
Montreal melons, bkt. 12's.....		14 00
Pears, box		4 25
Peppers		3 50
Black currants, 11-qt.		1 25

Fish Supplies Are Quite Plentiful

Montreal.

FISH.—The fish trade is in a very healthy condition, and supplies are quite sufficient to meet all demand. In fact there is a feeling now that in some lines there will be over-production, and consequently easier prices are looked for in the near future. No doubt finishing has this year been very satisfactory all round. In fact had there not been a very considerable export demand it is almost certain that this market would have suffered from demoralization of prices due to surplus supply on more than one occasion. Good quantities of

Lake fish are expected from September 1st which is the date when the Manitoba and Territories Lakes for the most part open for fishing. The yield of fish from the Atlantic and the Pacific is keeping up well. Statistics from the West Coast point to the fact that the month of July was a record month as far as large production is concerned. There is a revival of the demand for bulk and shell oysters, and trade in these is improving daily.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes	0 90	
Smoked boneless herring, 10-lb. box	1 50	
Smoked eels	0 12	
Smoked herrings (med.), per box	0 17	

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00	
Salmon (Labrador), per bbl.	20 00	
Salmon (B.C. Red)	18 00	
Sea Trout, red and pale, per bbl.	15 00	
Green Cod, No. 1, per bbl.	14 00	15 00
Mackerel, No. 1, per bbl.	21 00	
Codfish (Skinless), 100-lb. box	9 00	
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10	
Codfish, Shredded, 12-lb. box	2 00	

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 30	
Prawns, Imperial gal.	3 00	
Shrimps, Imperial gal.	2 50	
Scallops	3 00	

FRESH FROZEN SEA FISH.

Halibut	17	18
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Haddock, lb.	07	08
Mackerel	10
Cod steak, fancy, lb.	9
Salmon, Western	16
Salmon, Gaspe	22

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	0 10
Dore	0 14	0 15
Smelts, No. 1	0 15
Smelts, No. 1 large.	0 20
Oysters—		
Ordinary, gal.	2 00	
Malpeque oysters (choice, bbl.	12 00	
Malpeque oysters (choice), bbl.	12 00	
bbl.	10 00	
Cape Cod shell oysters, bbl.	12 00	
Clams (med.), per bbl.	8 00	

FRESH FISH

Haddock	0 07 1/2	0 08
Steak Cod	0 09
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore	0 16
Lake trout	0 14	0 15
Pike	0 10	0 11
B. C. Salmon	0 20	0 22
Gaspe Salmon	0 25
Gaspereaux, each	0 05
Western Halibut	0 18	0 20
Eastern Halibut	0 18
Flounders	0 07	0 08
Perch	0 09
Bullheads	0 12
Whitefish	0 14	0 15
Eels	0 10
Brook trout	0 30
Mackerel (large), each	0 20
Mackerel (medium), each.	0 18

ONTARIO MARKETS

TORONTO, Aug. 29.—The situation during the week has centred largely around the canned goods situation. With an embargo placed on the sale of certain classes of goods up to October 1 for the West and October 15 for Eastern sections, there will be a curtailment of consumption of these goods. Certain exemptions are made, such as to lumber camps, mining camps, railway construction gangs, fishermen. It is pointed out that there is about only one class to which it may work a hardship, and that is with the harvesting gangs of the Canadian West. New prices on California raisins were announced during the week, and were considerably higher than the opening prices of last year. There has been free booking by wholesalers even in the face of the high prices. A number of price changes have been recorded during the week. Business has been seasonably good.

Sugar Market Is Awaiting Developments

Toronto.

SUGAR.—There has been a tendency to mark time in the primary raw sugar market during the week. In fact, in the United States the situation shows an easier tone in view of the announcement that an agreement has been reached between the Food Controller and the beet sugar producers whereby a reduction of 1½c per pound to the consumer would be effected. It is also stated that Mr. Hoover predicts a further drop in sugar prices when the Cuban supply is available. The new crop Cuban cane sugar does not commence to reach the market

until December or the first part of January next. Indications are so far favorable to the new crop cane in the Island, where abundant rains have fallen during last week. Willett & Gray estimate there are still 12 centrals grinding on the Island as compared with 4 at the same time last year. Production is now rapidly catching up on last year's figures, up to August 18 being placed at 2,903,802 tons, as against 2,949,984 tons last year, a deficiency of only 46,182 tons. The Porto Rican crop outturns are now computed, which place the figures at 448,567 tons, as against 431,335 tons last year. Latest computations of the world's sugar crops for the present year places the amount at 16,684,842 tons, as compared with 16,542,898 tons last year, an increase of 141,944 tons. The cane sugar crop of the United States, grown principally in Louisiana and Texas, and which is harvested from October to January, is placed at 277,589 tons; while the beet sugar crop, which is harvested from July to January, is estimated at 734,577 tons. This would make a total production in the United States of 1,012,166 tons. Locally there has been a good demand for sugar, and prices have held at last week's quotations.

Atlantic extra granulated	9 39
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	9 39
Can. Sugar Refinery, extra granulated.	9 14
Dom. Sugar Refinery, extra granulated.	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes.	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated

and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Sardines And Baking Powder Again Go Up

Toronto.

SARDINES, BAKING POWDER.

Cross fish sardines have again registered another advance, being now quoted at \$23 per case, the former price being \$19. Brunswick brand Canadian sardines have been advanced 25c per case to \$6.25. A shortage on lobsters is reported, and prices have been advanced from 10c to 15c per dozen. Certain lines of baking powder have been advanced, Kitchen Queen 12-oz. now selling at \$1.80, an advance of 30c, and 16-oz. at \$2, an advance of \$1.90 per dozen. Queen's Favorite 16-oz. is quoted at \$2.25 per dozen. Reindeer coffee is again being supplied by the manufacturers, and is being quoted at \$5.80 per case. Lynn Valley compound jams have been advanced in price, and 2's are now quoted at \$3.40 per case and 4-lb. pails at 52c each. Shrimps have been advanced 5c per dozen to \$1.80. Cowan's icings have been advanced 10c to \$1.30.

Inquiry For Bulk Molasses Is Keener

Toronto.

SYRUPS, MOLASSES.—There has been much better inquiry for bulk molasses during the past week on the part of wholesalers, indicating that the fall demand has perhaps started. There is evidence that better supplies of tinned molasses are now available, as the manufacturers of Domolco have announced that they are again prepared to take orders on these goods after being out of the market for some months. Corn syrups remained unchanged, although there has been a disposition for buyers to hold out of the market in view of the weaker situation in corn.

Corn Syrups—

Barrels, per lb.	0 07 1/2
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, 1/2 doz. to cs.	4 95
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.	

Cane Syrups—

Barrels, first grade	0 06 1/2
Barrels and half barrels, second grade, lb.	6 00
Cases, 2-lb. tins, 2 doz. in case	4 80
5 50	

Molasses—

Fancy Barbadoes, gal.	0 80	0 82
West India, 1/2 bbls., gal.	0 46	0 50
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz.	4 25
Tins, 3-lb., table grade, case 2 doz.	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00

Prices On Canned Salmon Still Delayed

Toronto.

CANNED GOODS.—Although announcement of new prices on sockeye salmon were fully expected to be given out during the latter part of last week, they have been further delayed until

packers are able to know better where they are at. It now becomes a question whether or not there will be any one-pound talls available for domestic consumption whatever, as it is stated the Government may take the entire pack of this class of salmon. The situation has not improved during the week, and prices are expected to be high if named at all. Prices on new-pack strawberries and other fruits are as follows: Strawberries, \$3.65 to \$4.25 per dozen; peaches, pint sealers, \$3.45 dozen; greengage plums, \$2.40 to \$2.95 dozen; Lombard plums, \$2.25 to \$2.90; blue plums, \$2.25 dozen; black currants, \$3.45; red currants, \$3.45; raspberries, \$3.45. All of above are in pint sealers. Succotash, No. 1, is now quoted at \$2 to \$2.25 per dozen, and No. 2 at \$1.80 to \$2 per dozen. Lobsters have been advanced to range of \$2.85 to \$3.10 per dozen. New prices on orange marmalade are as follows: 16-oz., \$2.50 to \$2.55 dozen; 12-oz., \$1.95 to \$2.05; 14-oz., \$2.15; 22-oz., \$3.30; 4-lb. tins, 64c; 5-lb. tins, 79c.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, ½-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb. doz.	2 85	3 10
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gallons, doz.	4 25	4 75
Pineapples, 2s	2 45	2 95
Jam, raspberry, 16 oz., doz.	2 65	3 00
Do., black currant, 16 oz.	2 65	2 90
Do., strawberry, 16 oz.	2 70	3 00
Strawberries, 2s, doz.	3 65	4 25
Peaches, pint sealers, doz.	3 45	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 25
Black currants, doz.	3 45	3 45
Red currants, doz.	3 45	3 45
Raspberries, doz.	3 45	3 45

New Raisin Prices Are Being Criticized

Toronto.

DRIED FRUITS.—The California Raisin Association on Friday last announced their opening prices for new-crop raisins, which came as a surprise to the wholesale trade in the United States, and also to importers and jobbers in Canada. In spite of a big crop and a supposedly general effort to keep prices down in the United States, the new prices have been higher by ¼c per pound than the highest level for the past seventeen years. Booking in the United States and Canada opened on the basis of firm at opening prices, and this did not leave the wholesalers any alternative but to accept them. Hopes had been entertained that prices would at least not be higher than last year, but the new prices dash these hopes to the ground. The jobbers in the United States have made a general howl of dissatisfaction, as they

claim there is nothing whatever to justify the advance, save the one reason that the raisin business is firmly in the hands of one organization.

There has been a lot of booking by wholesalers in the local market, especially of Thompson seedless. The opening price at the coast last year was 7½c basis, and this year is on a 9c basis, which is an indication of the new prices. An advance of ½c per pound was announced on California prunes at the coast during the week. Oregons also advanced ¼c, and it was expected they would follow up to the same extent as the Santa Claras. With respect to the price on raisins, guarantee is being given against decline in price until January 1, 1918, on all except bleached raisins. Greek currants have again advanced in the primary market without any booking conditions. Several cars of American peel reached local wholesalers during the week.

Apples, evaporated, per lb.
Apricots, choice, 25's, faced.
Candied Peels—		
Lemon	0 25	0 27
Orange	0 27
Citron	0 30	0 33
Currants—		
Filiatras, per lb.
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60
Dromedary dates, 3 doz. in case	4 50
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	0 10
Prunes—		
30-40s, per lb., 25's, faced.	0 16
40-50s, per lb., 25's, faced.	0 15½
50-60s, per lb., 25's, faced.	0 15
70-80s, per lb., 25's, faced.	0 13	0 13¾
80-90s, per lb., 25's, unfaced.	0 12½
90-100s, per lb., 25's, faced.	0 10½
Peaches—		
Standard, 25-lb. box	0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes	0 15
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Japan And China Teas Expected Higher

Toronto.

TEAS.—Some new-crop Japan teas are now coming into this market at prices about 7c per pound higher than last year's quotations. This is about the time of year when importers secure their stocks of early crop Japan and China teas. These teas of the early pickings have been brought in to sell around 38c per pound. China green prices are expected to be announced in the near future, and it is anticipated they will be about 10c per pound higher than last year, which will make the lowest quotation on this basis around 35c per pound. Some of the Hyson Thirds are obtainable at present from 30c to 35c per pound. The situation with respect to Indians and Ceylons remained unchanged during the week. It is reported that a shipment of tea reached the West Coast recently and was carried at a greatly reduced marine insurance risk. It remains to be seen what effect this will have on the market.

Ceylons and Indias—		
Pekoe Souchongs	0 42	0 44

Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52

Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 38	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Cocoa Demand Is Continuing Heavy

Toronto.

COFFEE, COCOA.—There is a continued heavy demand for cocoa and prices are holding steady. One of the reasons for the steadiness of price in cocoa is due to the fact that there has been a heavy demand for chocolate, and cocoa being a by-product, has been turned over as an adjunct to this sale. Coffee remained in steady tone during the week, there being no disposition to change prices.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Pickling Season Demand Now Heavy

Toronto.

SPICES.—Now that the pickling season is in full swing there is a heavy demand for spices for this purpose, dealers reporting that it is unusually heavy, "heavier than ever," as reported by one concern. Celery seed has been advanced 5c per pound during the week in some quarters, which now makes the range up to 50c. Other prices remained unchanged in a generally steady position. As yet there has been no advice of the arrival of coriander seed, but shipments are presumed to be on the way.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's.	0 40
Do., 80's	0 45	0 50
Do., 64's	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Caraway seed, whole	0 75	1 00
Cream of Tartar—		
French, pure	0 60
American high test	0 65

Movement Toward Higher Levels On Rice

Toronto.

RICE, TAPIOCA.—There was a more general movement toward higher prices on rice during the week, as the result of the recent announcement of higher prices

by the Southern millers and higher prices on Eastern freight rates. Tapioca is in firm market, due to the advancement of prices by one of the brokerage houses that had recently been a factor in holding prices to lower levels. Quotations on the latter now run from 13½c to 14½c per pound. Spot stocks of rice in the Southern centres are about all cleaned up. Rains have been retarding the harvesting of new crop, but are stated to be beneficial to the later crop.

Texas, fancy, per 100 lbs.....	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs....	0 12½
Siam, fancy, per 100 lbs.....	7 50	8 50
Siam, second, per 100 lbs.....	7 75	8 50
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	8 00	8 25
Chinese XX, per 100 lbs.....	8 00	8 50
Tapioca, per lb.	0 13½	0 14½

Filberts Show Easier Tendency

Toronto.
NUTS.—Prices on Barcelona filberts being quoted by importers are approximately 1c per pound lower than the recent opening prices. Sicily filberts also show an easier tendency. Tarragona almonds are being booked freely at an advance of approximately 1½c per pound over the opening prices of last year. Shelled peanuts are in firm market, and an advance may take place in the near future. There has been fairly good ordering of nuts of various kinds on the part of wholesalers.

In the Shell—		
Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 40	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California
Peanuts, lb.	0 17	0 18

Rangoon Beans May Be Lower In Near Future

Toronto.
BEANS. — Shipments of Rangoon beans are expected to reach the local market in the near future when quotations may rule lower than those now quoted. Demand for beans is light at this time of the year. Reports on the bean crop are not definite as yet; the acreage is no doubt larger than last year, but as to how the yield will turn out is problematical. There is, however, an enormous crop of beans reported as maturing in the United States, estimated at three or four times greater than last year. This will no doubt be a factor to keep beans at a lower price than present quotations.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush..	10 00	10 50
Rangoons, per bush.	8 40	9 00
Yellow eyes, per bushel	9 60
Japanese, per bush.	9 00
Limas, per pound	0 17	0 20

Demand On Package Cereals Keeps Heavy

Toronto.
PACKAGE GOODS.—There is a continued good demand on package cereals,

particularly of the cooked varieties. Oatmeal consumption is also keeping up well even in the face of summer weather. The month of August being comparatively cool, has been more favorable to consumption of that cereal. Prices on the various lines held steady during the week. Starch and cornstarch remained unchanged, although the market has an easy undertone due to the lower price on corn.

Cornflakes, per case	3 30	3 40
Rollod oats, round, family size, 20s	4 80	5 00
Rollod oats, round, regular 18s, case	1 75
Rollod oats, square, 20s.....	4 80	5 00
Shredded wheat, case	4 00
Cornstarch, No. 1, pound cartons	0 12
No. 2, pound cartons	0 11
Starch, in 1-lb. cartons	0 12
Do., in 6-lb. tins	0 13¾
Do., in 6-lb. papers	0 09½

Swordfish Being Brought Into Market

Toronto.
FISH.—Swordfish from the Eastern waters came into the local market during the week for the first time. These fish are extra large in size, ranging from 200 pounds to 1,000 pounds in weight. By way of making a more extended fish diet they are being introduced into the local market. This fish is stated to be akin to halibut in its eating qualities. Fresh mackerel are expected to reach the market this week. Cod and haddock arrivals were somewhat light during the first part of the week, as the Eastern shippers did not have sufficient stocks to meet the demand. There is a good movement of this fish, and the demand has helped stimulate the eating of other varieties of fish. British Columbia salmon is quoted firm at 22c. Swordfish is selling at 15c. Trout and whitefish were scarce during the week and prices held steadily firm.

SMOKED FISH.		
Haddies, per lb., new cured.....	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipperd herring, per box	1 50
Digby herring, bundle 5 boxes...	1 10
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks.....	2 60
Salt mackerel, kits 15 lbs.....	2 25
FRESH SEA FISH.		
Halibut, medium, fresh, lb.....	0 19
Halibut, frozen	0 18
Salmon, B.C., red spring	0 22
Haddock, fancy, express, lb.....	0 07
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.....	0 09
Cod, market, heads on, lb.....	0 07
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10
Swordfish, lb.	0 15
FRESH LAKE FISH.		
Herring, per lb.	0 08	0 09
Pike, lb.	0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibeas, fresh, lb.	0 09	0 10

Tomatoes Down; Beets Plentiful

Toronto.
VEGETABLES.—Tomatoes were on the down grade so far as prices were concerned, No. 1's being quoted from 35c to 50c per basket of 11 quarts. They are of fine quality and movement was quite free. Green string beans were firmer owing to dwindling supplies. Golden wax beans were in much the same posi-

tion. Egg plant was in easier market, being quoted 85c to \$1 per basket. Spanish onions in crates were higher, being quoted at \$4 to \$4.25, while Canadian in sacks are quoted at \$2.75. Ontario potatoes in bags are reaching the market in larger quantities, and quotations were lower than last week, ranging from \$1.85 to \$2 per bag, with indications of still lower prices. Cabbage is also coming very plentifully, being quoted at 40c per dozen. Beets in bags were in the market, and were quoted at \$1, with carrots in bags also at \$1. Vegetables are plentiful, but demand is not heavy, owing to the back-yard production.

Beets, 11-qt. basket	0 25
Do., bag	1 00
Beans, green, string, 11-qt.....	0 50	0 60
Do., golden wax, 11-qt.....	0 50	0 60
Cucumbers, Can., hothouse, 11-qt. basket	0 20	0 25
Gherkins, 11-qt.	0 60	1 25
Cabbage, Canadian, doz.	0 40
Carrots, new, basket	0 25
Do., bag	1 00
Celery, Mich., doz.....	0 40	0 50
Do., Canadian, doz.	0 50	0 75
Eggplant, 11 qt.	0 85	1 00
Lettuce leaf, doz. bunches.....	0 30	0 40
Canadian head lettuce, doz....	0 50
Mushrooms, lb.	0 75
Onions—		
Green, per doz. bunches.....	0 20	0 25
Spanish, crates	4 00	4 25
Do., half crates	2 25
Do., Canadian, 75-lb.	2 75
Potatoes—		
New Ontario, bag	1 85	2 00
Green peppers, basket	0 50	0 75
Red peppers, 11 qt.	1 00	1 25
Tomatoes—		
11-qt., No. 1	0 35	0 50
6-qt., No. 1	0 25	0 35
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25
Vegetable marrow	0 30	0 35

Ontario Sugar Melons Reach Local Market

Toronto.
FRUIT.—Fruit was in plentiful supply during the week, several cars of California Gravenstein apples being in evidence and selling from \$3 to \$3.25 per box. Hammers of American apples were selling at \$2.75, while the Ontario apples in 11-quart baskets were quoted all the way from 50c to 75c, according to quality. Ontario cantaloupes reached the market and were quoted at 60c to \$1.25 per 16-quart basket, according to sample. Abundant plums were lower in price, being quoted from 35c to 50c for 6-quart baskets, while the Burbank plums were from 75c to \$1 for 11-quart. Ontario clingstone peaches were quoted from 35c to 50c per 6-quart basket. California lemons were lower, largely on account of the quality of the fruit. Following are the quotations:

Apples		
Hammers, American	2 75
Do., boxes	3 00	3 25
Do., Ontario, 11-qt.	0 50	0 75
Bananas, yellow, bunch	2 50	3 50
Cantaloupes, 15s. case	4 50	5 50
Do., 12-15s case	1 75	2 25
Do., Ontario, 16-qt.	0 60	1 25
Currants—		
Black, 11-qt.	2 25
Black, 6-qt.	1 25
Red, 11-qt.	1 50
Blueberries, 11-qt.	1 75	2 00
Cherries—		
Montmorencies, 11-qt.	1 50
Black Morell, 11-qt.....	1 25	1 40
Lawtonberries, qt.	0 14	0 17
Oranges		
Cal. late Valencias	3 50	4 50

Gooseberries, 11-qt.	1 50
Lemons, Cal., case	6 00
Do., Verdillias, case	7 50
Peaches, Arkansas, 6 bkts. bush.	4 50
Do., Ont., 6-qt.	0 35
Pears, Cal. Bartlett, box.....	3 75

Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 75
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, Aug. 29.—A Winnipeg wholesaler, after commenting on the high price at which new crop raisins had opened, said: "I feel that if everybody would buy goods only as they are required, they would be considerably further ahead. The retailer has got to get away from a special idea, even though on some lines he may pay a little more later on." Speaking on the canned goods situation, he also stated: "If dealers would buy canned goods as they need them, they would be better off. I do not think they would have to pay more money later on, probably less, and they would be saving carrying charges, that is, interest, storage, insurance, which the average retailer does not take into consideration."

It is interesting to note the attitude taken by the jobbers towards their customers in these times. Recently a Winnipeg jobber wrote to his customers as follows:

"First of all, we should realize that most of the goods we handle are staples, and although there has been some curtailment of buying in certain lines, the demand is sure to be as large as ever for most food products. Buy wisely and work harder; develop sales on new lines to take the place of goods that are affected by the area of curtailment; work a little more intelligently and diligently, and our business will not suffer. The foremost men in almost all mercantile lines believe that business this fall will be good; in fact, some say larger than for some years past.

"There is danger in too much economy. There is danger in too much talk about economy, and there is little reason for the 'Don't buy now' wave which has shown a tendency to sweep over some parts of the country. If everybody continues to buy—not extravagantly, but reasonably—doesn't it follow that the factories will keep going, manufacturing things to eat and things to wear? The surest way to throw thousands of wage-earners out of employment is to permit false economy to stop the ordinary buying. Eliminate waste—that is the plain duty of all.

"In closing, we repeat, the duty of every grocer is to buy wisely and develop sales on staple lines that are not affected by necessary economy, but above everything else, help educate the buying public so that their dollar will go further. This is the duty of every merchant and means much in the way of economizing. Encourage the meatless day and support all those other saving projects which the Food Controller of our country deems necessary. As a dealer, everyone, whether selling groceries or any other line, has a very important duty to fulfil. Let us show the consumer how to make the best use out of the dollar."

New prices now in effect on a number of lines are:

Empress Jam—Strawberry, 12x4s, case, \$9; raspberry, 12x4s, case, \$8.75; Loganberry, 12x4s, case, \$8.75; black currant, 12x4s, case, \$8.50; assorted, 12x4s, case, \$8.50; strawberry, 1-lb. glass, doz., \$2.75; raspberry, 1-lb. glass, doz., \$2.75; shelled walnuts, per lb., 58c; Hillsdale sliced pineapple, 2s, case, \$4.80; Canada First evaporated milk, family, case, \$5.75; hotel, case, \$6.20; talls, case, \$6.50; Carnation evaporated milk, talls, case, \$6.65; Constant's macaroni and vermicelli, 1-lb. pkgs., per lb., 10½c; 5-lb. boxes, per lb., 10c; 10-lb. boxes, per lb., 9½c; Van Camp's soups, all kinds, doz., \$1.80; Van Camp's pork and beans, 1s, case, \$6.30; 2s, case, \$6.90; Libby's veal loaf, medium, doz., \$2.85; canned peas, 2s, case, \$3.15; canned corn, 2s, case, \$3.50; Crisco, 1½s and 3s, case, \$9.

Sugar Market Still Very High

Winnipeg.

SUGAR.—Last week-end, Redpath and Wallaceburg was still on a basis of \$9.75 for standard granulated. Atlantic Sugar Refineries were quoting \$10. The demand seems to have held up, as there seems to have been an unusual demand for preserving. Nobody seems to be able to form any prediction as to what is likely to happen to the market.

Looking For An Easier Syrup Market

Winnipeg.

SYRUPS.—A jobber stated to CANADIAN GROCER this week: "I look for an easier market on starch and syrups; in fact, considerably easier, in view of there having been a drop in the price of corn during the last week or so. However, this new crop corn cannot be used until the first of the year, that is for corn syrup and starch. There seems to be little movement in either cane or corn syrup at the moment, but there should be a big demand next month. American markets have gone up considerably lately on molasses, but the trade here are not looking for any further big changes just now. Typical quotations for good New Orleans molasses are:

24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	5 28
5-lb. tins, 1 doz. case, per case.....	5 68
10-lb. tins, ½ doz. case, per case.....	6 41
20-lb. tins, ¼ doz. case, per case.....	6 42

White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case.....	5 78
5-lb. tins, 1 doz. case, per case.....	6 18
10-lb. tins, ½ doz. case, per case.....	5 91
20-lb. tins, ¼ doz. case, per case.....	5 92

Barbadoes Molasses—	
In half barrels, per gal.....	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

ROGERS SYRUP.

24 by 2 lb. tins, case.....	5 25
12 by 5 lb. tins, case.....	6 15
6 by 10 lb. tins, case.....	5 75
3 by 20 lb. tins, case.....	5 60
12 by 3 lb. seal glass jars.....	4 20

New Raisins Open High; Jobbers' Price Unchanged

Winnipeg.

DRIED FRUITS.—The market has opened on raisins for 1917 crop, and is considerably higher than the opening prices of a year ago. Prices are also somewhat higher than the price being paid for spot stock. For example, the price of fancy seeded raisins is 10c higher than prices to-day, and this advance more or less applies right through the list. These new prices are for shipment, October-November. While there is an easy feeling to many lines of dried fruit, it is surprising that the raisin market has opened so high, and stranger still that the Association is guaranteeing prices against a decline until December 31st. In Winnipeg all jobbers are carrying fairly good stocks of raisins bought at old prices, and some of them state that retailers need not look for an advance in the price of raisins before Christmas. Some brokers draw attention to the fact that these prices are higher than were expected, and they cannot see how the Association is warranted in naming them so high when their only market is in America. They feel that prices on all dried fruits, like prunes, will have to go down sooner or later. On the other hand, brokers representing the raisin people state that there is no competition to-day from Europe, and that there will be a big demand, not only from America, but from the Allies as well. Evaporated Apples—Reports coming through are still to the effect that the crop in Ontario will be a small one. Many packers have withdrawn from the market on spot goods, as supplies are becoming very low. Peels—Jobbers have all bought candied peels for their Christmas trade, and prices will be much less than they would have been had jobbers been buying to-day, as the market is three or four cents higher than it was in the spring.

Santa Clara Prunes—

90-100s, 25-lb. boxes, per lb.....	0 10½
80-90s, 25-lb. boxes, per lb.....	0 11
50-60s, 25-lb. boxes, per lb.....	0 12½
40-50s, 25-lb. boxes, per lb.....	0 13½

Oregon Prunes—

100s and over, 25-lb. boxes, per lb....	0 08
90-100s, 25-lb. boxes, per lb.....	0 09½
80-90s, 25-lb. boxes, per lb.....	0 10
40-50s, 25-lb. boxes, per lb.....	0 12½

Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 13½
Apples, 25-lb. boxes	0 14½
Apples, 3-lb. cartons, each....	0 46
Pears, choice, 25's	0 15½

Apricots—

New, 25's	0 23½
New, 10's	0 24

Peaches—

Choice, 25-lb. boxes	0 11½
Choice, 10-lb. boxes	0 12

Currents—

Fresh cleaned, half cases,	
Australian, lb.	0 19½

Dates—

Halloweas, 68-lb. boxes.....	0 13
Fards, box, 12 lbs.....	2 05

Raisins, California—

16 oz. fancy, seeded	0 12
16 oz. choice, seeded	0 11½
12 oz. fancy, seeded	0 09½
12 oz. choice, seeded	0 09½

Raisins, Muscatels—

3 crown, loose, 25's	0 11
3 crown, loose, 50's	0 10½

(Continued on page 45.)

FLOUR AND CEREALS

Market Expects A Decline In Flour

Montreal.
FLOUR AND FEEDS.—Action by the Government in connection with fixing the maximum price on wheat is still awaited at time of writing, and the millers are anxiously concerned, for the period of the \$2.40 maximum expires at the end of this week. Should the Government not announce a price before September opens the millers will probably enter the market at prices which will obey the usual laws of buying and selling, but Government action is fully expected even at the eleventh hour. The attitude of the market at present is to anticipate declining prices for flour, but nothing definite is indicated yet. Winter wheat flour has declined a little since last reporting, fancy patents being now \$12.75 to \$13, and the other grade in wood and in bags slightly easier in proportion. New winter wheat flour is now being heard of, though none had actually come on to the Montreal market. Reports from the North-West tell of a period of anxiety as to wheat owing to low temperatures prevailing. Should these low temperatures continue for any length of time there will be frost danger in Saskatchewan. The question of feeds continues to give cause for concern. There is very little to sell in this line, and demand is far greater than supply, especially for middlings. Prices, however, have not advanced any further this week, as compared with quotations of last week. Feed oats are down 5c, and the oat market is easier, but more definite news of new oat prices is expected towards the beginning of October.

Manitoba Wheat Flour—	Car lots	Small lots
First patents	13 00	13 20
Second patents	12 50	12 70
Strong bakers	12 30	12 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90%, in wood	12 25	12 35
90%, in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel.....		0 85

Cereals Are Not In Altered Market

Montreal.
CEREALS.—There has been no market movement of note affecting the cereals. The wheat based cereals listed below have not altered in price, as they are affected by the flour market, which is in a quiescent state awaiting Government action. Oats are showing an easier trend in the primary market, but the oat cereal products in bulk and package have

not altered in price for the present week. The same is true of corn, and the corn based cereals. Though the market for corn is lower by quite a considerable amount, the corn products hesitate to come down yet to lower levels.

Barley, pearl, 98 lbs.....	7 50	8 00
Barley, pot, 98 lbs.....	6 25	7 25
Corn flour, 98 lbs.....	6 50	6 75
Cornmeal, yellow, 98 lbs.....	7 00	7 25
Graham flour, 98 lbs.....		6 25
Hominy grits, 98 lbs.....	6 75	8 00
Hominy, pearl, 98 lbs.....	7 00	7 60
Oatmeal, standard, 98 lbs.....	5 25	5 50
Oatmeal, granulated, 98 lbs.....	5 25	5 50
Peas, Canadian, boiling, bush.....		5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	5 00	5 25
Whole wheat flour, 98 lbs.....		6 25
Rye flour, 98 lbs.....	5 25	5 50
Wheatlets, 98 lbs.....		6 50

Ontario Flour Again Lower

Toronto.
FLOUR.—With the coming of new-crop Ontario wheat into the market prices were lower and flour followed downward in sympathy, a decline of 55c to 85c per barrel having been recorded, making the range of prices from \$10.85 to \$11 per barrel on carload basis, with less than carlots 20c per barrel more. Manitoba flour held steady at \$12.90 per barrel during the week. The wheat market held in steady position at fixed priced of \$2.40 for cash wheat, and the October option showed but little variation during the week. Demand for flour is reported to be improving and millers are looking forward to the time when flour from Ontario will again be permitted to go into the United States. Mills are still quoting no farther into the future than 30 days, as they are waiting until some pronouncement is made by the Food Controller as to whether there will be any regulations respecting milling or the fixing of prices on wheat.

Manitoba Wheat Flour—	Car lots per bbl.	Small lots per bbl.
First patents	\$12 90	\$13 10
Second patents	12 40	12 60
Strong bakers	12 20	12 40
Ontario Winter Wheat Flour—		
High patents	\$10.85-\$11.00	\$11.05-\$11.20
Second patents	10.65- 10.80	10.85- 11.00

Corn Flour And Hominy Easier In Price

Toronto.
CEREALS.—There was a disposition to quote lower prices on corn flour, hominy grits and pearl hominy during the week, high quotations of last week being shaded down 15c. Millers are not anticipating a rapid decline in corn products until new crop corn begins to

come on the market. Old crop corn is now scarce, which is having a tendency to steady the market. Demand for cereals is quite generally reported light.

	Less than car lots	
Barley, pearl, 98 lbs.....	7 00	7 50
Barley, pot, 98 lbs.....	5 00	5 50
Corn flour, 98 lbs.....	6 25	6 60
Cornmeal, yellow, 98 lbs.....	6 00	6 40
Farina, 98 lbs.....	6 45	6 50
Graham flour, 98 lbs.....	5 75	6 20
Hominy, grits, 98 lbs.....	6 50	6 60
Hominy, pearl, 98 lbs.....	6 50	6 60
Oatmeal, 98 lbs.....	5 00	5 25
Rolled oats, 90-lb. bags	4 50	4 65
Rolled wheat, 100-lb. bbls.....	6 50	6 75
Wheatlets, 98 lbs.....	6 50	6 75
Peas, yellow, split, 98 lbs.....	10 00	11 00
Blue Peas, lb.....	0 09	0 12

Above prices give the range of quotation to the retail trade.

Millfeeds Continue In Good Demand Still

Toronto.
MILLFEEDS.—There was a steadiness in the market for millfeeds during the week. Some mills report they are still oversold on both bran and shorts. Other concerns report demand for bran also heavy. These products continue to go into the United States. Prices remained unchanged with the exception of shorts which in one instance was quoted up to \$43 per ton.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$35-\$36	\$37-\$38
Shorts	40- 43	42- 45
Special middlings 50	.. 52
Feed flour, per bag.....		3.05-3.60

Rolled Oats \$3.75; Feeds To Remain High

Winnipeg.
FLOUR AND FEEDS.—There is no change in the flour situation owing to the fact that the price of wheat is fixed at \$2.40. There has been no intimation given by the Grain Advisory board, as to what price wheat will be in September; \$2.40 is the price until September 1st. Domestic flour business has been up to the usual volume, although not so heavy as August a year ago. Rolled Oats.—Market on bulk rolled oats is firm at \$3.75. Millers state that the demand is considerably in excess of supply, but this situation will be relieved shortly, as there is a report that the Government is pretty well supplied for some time to come. Feeds and shorts are still selling at \$35.00 and \$39.00 respectively, and the demand is very heavy. Buyers need not look for any reduction in the price of feed, even should the price of wheat in September be dropped below the \$2.40 mark.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Aug. 28.—Flour made some changes in price during the week, but prices to-day are back to last week's basis. Sugar is unchanged. Preserving fruits are selling slowly on account of high price of sugar. Dessert fruits are selling well. Tomatoes have registered a decline, going to \$1 for four basket crates. Bulk prices on tomatoes show a wide range, according to feeling of buyers and purchaser at time of sale. Report of the British embargo on bacon has not weakened the price of hog products. Compound lard is firmer, with ham and bacon expected to advance before the week-end. Rice is scarce, but no change in price has been recorded. Beans are scarce, there being practically no quotations.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	9 75
Flour, first patents, Manitoba, per per bbl., in car lots.....	13 50
Salmon, Sockeye, 1-lb. talls, per case 4 doz.
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.
Beans, B.C., white
Potatoes, per ton	35 00
Lard, pure, in 400-lb. tierces, lb.	0 27
Butter, fresh made creamery, lb.	0 43
Eggs, new-laid, in cartons, doz.	0 48
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, August 28.—Some recent advances that have been recorded include 1c per pound on picnic hams, 2c per pound on Ayrshire bacon and grape-nuts 5c per case. Cornmeal and fruit sealers are higher. Small white beans are quoted from 13c to 15c with an upward tendency due to scarcity. Some jobbers are now limiting quantities of sales on rice. The egg market is stiffening as new lays are none too plentiful at \$11.50 per case. Pure jam with apple has recorded two advances and is now quoted at 50c for 4-lb. pails. Lard 3's are now quoted at \$16.50 per case. Ontario cheese for fall delivery is quoted at 25½c per pound. Choice new evaporated pears to arrive are quoted at 14½c per pound.

CALGARY:

Beans, small white, Japan, lb....	0 13	0 15
Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.....	0 82	0 90

Rolled oats, 80s	3 25	
Rice, Siam, cwt.	7 50	
Tapioca, lb.	0 13	
Sago, lb.	0 13	
Sugar, pure cane, granulated, cwt.	10 50	
Cheese, No. 1 Ontario, large.....	0 25½	
Butter, creamery, lb.....	0 44	
Do., dairy, lb.	0 31	
Lard, pure, 3s, per case.....	16 50	
Eggs, new laid, case	11 50	
Tomatoes, 2½s, standard case....	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case	3 45	
Apples, gals., Ontario, case.....	2 65	2 85
Strawberries, 2s, Ontario, case...	5 50	5 85
Raspberries, 2s, Ontario, case....	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75	
Lemons, case	10 00	
Salmon, pink, tall, case.....	7 25	
Salmon, Sockeye, tall, case.....	12 75	

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, August 28.—Summer quietness continues in the grocery trade but sales are well up to the average for this time of year. A decline in the price of bacon is expected as a result of the British decision to cease imports, but the local market is not yet affected. The Canadian Government ban on sales of canned goods has not yet affected local prices. Large quantities of butter are reported to be going into storage thus depriving the market of the current supply and is forcing prices upward. Creamery butter is now quoted at 47c per pound and dairy at 45c, with tubs at 40c to 44c. While the new pack salmon is not expected on the local market until November, the old stock is nearly cleaned up. There are no red spring talls or cohoes available here. Pink talls jumped upward and are now quoted at \$8.25 to \$8.50 per case. Chums are quoted at \$7 to \$7.50. Ordinary cornmeal is lower at \$4.50 per bag. Sago and tapioca have registered a 3c advance and are now quoted at 16c to 17c. Cheese is firmer at 23c to 24c per pound. Case eggs are higher at 41c to 42c. Compound lard is also firmer at 21¼c to 22c. New native potatoes are easier in price, being quoted at \$1.10 per bushel. Texas onions are off the market, while new American onions are being quoted at \$5 to \$6 per 100 pounds. Ontario tomatoes are now quoted at \$1 per basket and cucumbers at 20c to 25c per basket.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	13 90	
Ontario	12 85	
Cornmeal, gran., bbls.....	13 50	
Cornmeal, ordinary, bags	4 50	
Molasses, extra fancy, gal.	0 76	0 77
Rolled oats, bbl.		10 25
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	8 00	8 25
Sago and tapioca, lb.	0 16	0 17

Sugar—

Standard granulated	9 50	9 55
No. 1 yellow	9 00	9 05
Paris lumps	10 75	11 00
Cheese, N.B., twins	0 23	0 24
Eggs, new-laid	0 41	0 47
Eggs, case	0 41	0 42
Breakfast bacon	0 33	0 35
Butter, creamery, per lb.	0 47
Butter, dairy, per lb.	0 45
Butter, tub	0 40	0 44
Lard, pure, lb.	0 27½	0 28
Lard, compound	0 21¾	0 22
American clear pork	53 00	56 00
Beef, corned, ls	4 25
Tomatoes, 3s, standard, case.....	4 70
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.....	4 30
Corn, 2s, standard case	4 30
Peas, 2s, standard case	3 50
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case.....	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, pink, talls, case	8 25	8 50
Salmon, Chums	7 00	7 50
Sardines, domestic, case	6 00
Cream tartar	0 58	0 60
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12¼
Raisins, fancy, lb.	0 12½
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	0 21
Fresh Fruits and Vegetables—		
Lemons, Messina, box	8 00	9 00
Lemons, Cal., box	10 00
Oranges, Cal., box	4 50	5 50
Pears, Cal.	4 00	4 50
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 75	3 50
Grapefruit, per case	6 00	7 00
Apples, American, bbl.	8 00	9 00
Potatoes—		
New, native, bushel	1 10
Tomatoes, Ont., basket	1 00
Cucumbers, doz.	0 20	0 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, August 28.—Indications point to high prices on new crop prunes, intimations being made that an advance of 1c per pound over former prices can be expected. New jams will also be very high in price, an advance of 5c per pail over the old price being probable. Cotalene has advanced ¼c. Molasses is now quoted at 59c per gallon. Rolled oats have declined, bails being quoted at \$4.50. The decline amounting to 40c a sack of 80 lbs. for fall delivery. There is now a good demand for spices, as the pickling season is in full swing. Sugar is now quoted at \$10.12 per hundred, a total advance of 30c. Ontario cheese declined a half cent to 24½c. A 20-cent decline in lard has sent the price for 3's down to \$16.30. Owing to the apple crop in Ontario being a failure the price of gallon apples has advanced to \$2.50. New sockeye quotations are \$14.50, while pinks are quoted at \$8.75, an advance of \$1 over old prices.

REGINA—

Beans, small white Japan, bu....	7 25
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Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl. 12 00	12 20
Molasses, extra fancy, gal.	4 50
Rolled oats, bails.	5 85
Rice, Siam, cwt.	0 13 1/4
Sago and tapioca, lb.	0 30 1/2
Bacon, smoked backs, lb.	0 30
Bacon, smoked, sides, lb.	10 12
Sugar, pure cane, gran., cwt.	0 24 1/2
Cheese, No. 1 Ontario, large.	0 40
Butter, creamery, lb.	16 30
Lard, pure, 3s, per case.	0 82
Bacon, smoked sides, lb.	0 30
Bacon, smoked backs, lb.	0 37
Eggs, new-laid.	5 35
Pineapples, case.	4 75
Tomatoes, 3s, standard case.	4 50
Corn, 2s, standard, case.	3 75
Peas, 2s, standard, case.	3 45
Apples, gals., Ontario.	2 50
Strawberries, 2s, Ont., case.	5 75
Raspberries, 2s, Ont., case.	5 45
Peaches, 2s, Ontario, case.	3 75
Salmon, finest sockeye, tall, case.	14 50
Salmon, pink, tall, case.	8 75
Pork, American clear, per bbl.	40 75
Bacon, breakfast.	0 27
Bacon, roll.	0 22

WEEKLY MARKET REPORTS (Continued from page 42.)

Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes.	0 09 3/4
3 crown, loose, 10-lb. boxes.	0 10 1/4
Figs—	
Mediterranean, 33-lb. mats.	0 07 1/4

Big Decline On Beans In October

Winnipeg.

DRIED VEGETABLES.—While there is a slightly easier market to-day on white beans, it will not be until October that the big decline will take place.

White beans, bush.	7 25
California Lima Beans—	
80-lb. sacks.	0 17 1/4
Peas—	
Split peas, sack, 98 lbs.	11 25
Whole green peas, bush.	5 50
Whole yellow, bushel.	3 75

Crisco Declined Ninety Cents Per Case

Winnipeg.

CRISCO.—Declined 90c per case a week ago, but on account of the very firm hog market, there does not seem to be any likelihood of it going down any further; in fact, the feeling is that it may go up.

New Brazil Nuts To Cost Retailer 15c

Winnipeg.

NUTS.—Most nuts are selling at the same prices as have been quoted for some weeks past. Brazils, large washed, are selling at a price in the primary market to-day to cost the retailer 15c. The market on Brazil nuts therefore is normal.

NUTS—IN SHELLS.

Almonds, Tarragano (soft shell), lb.	0 21 1/2
Brazils, medium washed (Nigger Toes), lb.	0 19
Filberts, genuine Sicily, lb.	0 18 1/2
Peanuts, Virginia—	
Choice roasted, fresh, lb.	0 14 1/4
Fancy roasted, fresh, lb.	0 15 3/8
Jumbo, roasted, fresh, lb.	0 17
Salted peanuts, 5c pkts., 20 in carton, per carton.	0 65
Walnuts, French Marbots, lb.	0 14 1/2
Walnuts, French Cornes, lb.	0 13 1/2
Walnuts, Manchurian (Jap.), lb.	0 13 1/2

NUTS—SHELLED.

Spanish Valencia Almonds—	
28-lb. boxes, lb.	0 41
Less quantities, lb.	0 42
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 58
Less quantities, lb.	0 59
Spanish Shelled Peanuts—	
No. 1 Spanish, lb.	0 14 1/2

Expect Higher Price On Tea Later

Winnipeg.

TEA.—There is no easing off in the situation here, and an importer stated this week that when the new teas arrive, price to the retailer would be even higher than it is to-day.

Run Of Salmon Continues Very Poor

CANNED SALMON.—A telegram received early this week from the Pacific Coast was to the effect that prices on salmon will be considerably higher than jobbers expect. Cohoes had not begun to run at that time, and the run of salmon up to date has been very poor.

Opinions Differ On Canned Goods Order

Winnipeg.

CANNED GOODS.—A broker representing a firm of canners had not seen the announcement of the Food Controller when seen by CANADIAN GROCER, when told of the new regulations stated that the demand for canned goods was not very heavy just now, as fresh vegetables were on the market. He stated that there were not enough canned goods anyhow to go around. He deprecated the action of the Food Controller, stating that the effect would be the same as in the case of sugar, that is, everybody would rush in to buy canned goods and send the market up. That was what had happened to sugar he said—people who had been accustomed to buying 10 lbs. were buying 100 lbs.

A jobber took a different view altogether. He said it was hard to say now what the effect would be, but if the rule went into effect as stated in the newspapers, then the sale of canned goods would be effected. He believed that such a ruling should be put into effect at once in some districts, whereas it would be unfair to do it in other districts. For instance, in many parts of Western Canada there were no good vegetables, and big supplies were needed for the harvesters. Thus they required canned goods. These farmers did not raise more than enough for their own use, and the season was passed when they could provide for further needs during harvest time. West of Moose Jaw there were districts where farmers did not grow tomatoes—it was difficult to raise them.

Coming down to brass tacks, this jobber admitted that the situation with regard to canned goods was not acute by any means; while he agreed that canners in the East could only give 25 per cent. delivery on peas, he stated that the carry-over from this year would be sufficient to make up the difference. The big prices which had been named on new peas would make such a big reduction in sales, there would be quite enough peas to fill the demand. He said he recommended retailers to buy canned goods as they needed them, and they would be

further ahead; he did not think they would have to pay more later on for them, and they would thus save charges for interest, storage, insurance, etc.

The jobber referred to went on to state that his firm had been selling most of their canned goods at cost throughout the year, and while they had quite a lot on their hands, they were in a very favorable position considering this new ruling made by the Food Controller; the same applied to the retailer whose stocks of canned goods were fairly low, he said.

While nobody ventured an opinion regarding new crop tomatoes, the opinion seems to be general that prices this year will be much lower than last.

Blueberries Scarce; New Potatoes \$1.25

Winnipeg.

FRUIT AND VEGETABLES.—Great difficulty has been experienced this year getting supplies of blueberries, which are coming into this market in very small quantities, and selling for \$2.25 per basket of 16 lbs. Gooseberries and currants are finished. Washington pears will be in this week at \$3.75, and California pears at \$4.25, Bartlett pears in both instances. Washington peaches \$1.60 per crate. Tragedy plums, four basket crates, are bringing \$2.25. Barrel apples from Michigan are coming in at \$8.00 per bbl. Washington yellow Denver onions at \$3.50 per cwt. are arriving. Also crab apples from B.C. (Transcendents) \$1.85. Lemons are selling a little cheaper this week, bringing anywhere from \$9.00 to \$9.50. Local cabbage is selling at 3 1/2c. Blackberries are arriving in plentiful quantities at \$4.50 to \$4.75. Malaga grapes from California are bringing \$3.00. Ontario tomatoes, baskets of 11 quarts, \$1.50, and California ditto, large boxes \$2.75. Tomatoes are about over. Canteloups, flats, are \$2.50, and practically over until British Columbia stuff arrives in a week or ten days. Grapefruit is bringing \$8.00. Plums \$2.00. Apricots are off the market. Potatoes have dropped to \$1.25 bushel. Corn is new on the market at \$2.25 per bushel. Oranges are quoted at \$5.00 per case. Cherries were cleaned up at \$5.00 per case of 24 pints.

Cucumbers, bushel.	5 00
Potatoes, new, B.C.	1 25
Carrots, new, bag.	3 50
Turnips, new, bag.	2 75
Cabbage, homegrown, lb.	0 03 1/2
Cabbage, Cal., lb.	0 03 1/2
Lettuce, leaf, doz.	0 15
Imported mushrooms.	1 00
Parsley, home grown.	0 40
Peas, green, lb.	0 15
Tomatoes, Ontario, case.	1 50

Fruits—

Apples, crab, B.C. Transcendents.	1 85
Blueberries, basket, 14 lbs.	2 25
Oranges, Valencias.	5 00
Lemons.	9 00
Bananas, lb.	0 05
Watermelons, doz.	8 00
Cantaloups, flats.	2 50
Cantaloups, standard, 45 to case.	4 50
Pears, Washington Bartlets, crate.	3 75
Plums, Tragedy, crate 4-basket.	2 25
Plums, crate.	2 75
Apples, Michigan, bbl.	8 00
Peaches, crate.	1 75
Grapes, Malaga, crate.	3 50
Blackberries, crate.	4 50
Peaches, Washington, crate.	1 60

PRODUCE AND PROVISIONS

Outlook Towards Firm Provisions

Montreal.

PROVISIONS.—There is every prospect that advances in prices of the pork products will take place before long unless quotations for hogs decline. The hams and cured pork products now being sold to the retail trade were made from hogs which did not cost as high as hogs are costing just now. With prices up to \$19 and over for live hogs, and with the supplies small and the quality unsatisfactory in many cases, it would seem as if the market for provisions must grow firmer until better supplies of hogs can be found in the midst of the harvesting season there is not much chance of more abundant supplies of hogs coming in, but there are prospects of good supplies later on in the fall, and, while the immediate outlook is for advanced pork products prices, there are more distant prospects of easier levels again as supplies improve.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 25½	
Tubs, 60 lbs.	0 25¾	
Pails	0 26	
Bricks, 1 lb., per lb.	0 27	
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¾
Bricks, 1 lb., per lb.	0 23	

Poultry Coming Into Good Demand

Montreal.

POULTRY.—A very satisfactory demand exists at present for cold storage poultry, according to reports from houses doing considerable poultry business. This demand is probably partly due to the food control regulations affecting meats, and in large measure also to the publicity given to notices recommending the wider and more frequent use of poultry as food. These notices in placard form are being exhibited by many retailers in their provision departments. Receipts

of live poultry are still small as compared to expectations, and after harvest will be better. It is hoped also that improved quality as regards fattening of the birds will be found after harvest.

Poultry—	
Old fowls	Dressed \$0 21
Chickens, milk-fed, crate fattened, lb.	0 25
Old roosters	0 16
Roasting Chickens	0 28
Young ducks	0 27
Turkeys (old toms), lb.	0 30 0 31

Egg Market is Exceptionally Firm

Montreal.

EGGS.—The market for eggs in the country remains very high. From 40c to 42c per dozen is being paid to stores. Some egg circles are receiving as high as 44c a dozen f.o.b., but the circle eggs are reported well worth the difference in price, as they contain a large percentage of new-laid eggs, whereas the store eggs are of poorer quality as a rule. There are still several cars of Western eggs reported moving to this market, but these, of course, have to be sold as No. 1 eggs. It is also reported that a car or two of U. S. A. fresh gathered eggs are arriving on this market. Local demand continues very good, notwithstanding high prices. Within the past week or ten days there has been renewed export inquiry, and some new business has been put through. Price, however, will not net such good returns to exporting dealers as those of last year.

Eggs—	
New laid, specials	0 52
Selects	0 48
No. 1's	0 44
No. 2's	0 40

Cheese Market is Still Very Steady

Montreal.

CHEESE.—Better receipts of cheese are reported in Montreal, but there is no great feature to report as regards the market. Receipts for the week ending August 25th were 87,358 boxes of cheese, as compared with 63,491 boxes for the preceding week, and 76,351 boxes for the corresponding period last year. The factories are making the most of good supplies of milk, and, while the prices fixed by the Commission do not allow of much profit to the dealers in making re-sales, there is still fair activity of market, and a very steady business condition. Variations of from a sixteenth of a cent to a quarter of a cent a pound have been noted in the country. Prices to retailers have not altered. The market is steady, and large quantities of cheese are going forward for export.

Cheese—

Large (new), per lb.	0 22	0 22½
New twins, per lb.	0 22	0 22½
Triplets, per lb.	0 22½	
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	

Butter Market is A Little Easier

Montreal.

BUTTER.—The butter market in the country seems to have reached the top. After surprising experts and non-plussing those who considered themselves able to prophesy as to future tendencies, butter is beginning to swing down from the very high and abnormal levels which have been found in the country of late. A price of 41c was reported at Cowansville on Saturday. This is lower than that prevailing the previous week, and the tendency of the market is easier. Rumors as to the price of butter fixed in the Old Country vary, but all opinions on this subject are that at present country prices it would not pay to buy for export to Britain. This may account for the easier tone to the market. Receipts in Montreal for week ending August 25th were 14,994 packages, as compared with 10,425 packages the previous week, and 20,918 packages for the corresponding period last year. There are some shadings of prices to the retailer, due to the eased trend in the country.

Butter—

Creamery prints (fresh made)...	0 43½	0 44½
Creamery solids (fresh made)...	0 43	0 44
Dairy prints, choice, lb.	0 40	
Dairy, in tubs (choice)	0 39	
Bakers	0 35	

Honey Situation Remains Unchanged

Montreal.

HONEY.—There is nothing further to report this week as regards honey. The production of clover honey is almost certain to be large in many sections, according to indications, but offerings are being made at very firm prices, and there is not much business being done as yet. Buckwheat honey, provided the weather keeps good and sunny, should also come in plentiful supply. A good acreage of buckwheat has been sown, and the bees are busy in honey producing sections. So far nothing has been heard as to prices of buckwheat honey. Demand for honey is now very small.

Honey—

Buckwheat, 5-10 lb. tins, lb....	0 12	0 12½
Buckwheat, 60-lb. tins, lb....	0 12	
Clover, 5-10 lb. tins, per lb....	0 14	
Clover, 60-lb. tins	0 13½	
Comb, per section	0 15	0 16

Maple Product—

Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 16	0 17

Hogs Are Down; Bacon Higher

Toronto.

PROVISIONS.—There was a decidedly easier trend to the live stock market during the week due to the number of hogs coming in. During the past week as high as \$19.50 was paid off cars but by Tuesday of the present week they had dropped to \$17. This will eventually make the dressed hogs easier though at the time of writing prices in this commodity had not been revised downward, packers being loth to make concessions in this respect until they cleaned out some of their dear hogs. Hams were quoted higher for the medium grade by 1c per pound, plain backs were also up, while breakfast bacon registered an advance of 1½c per pound. Pure lard held steady and compound was also in firm position. Demand for compound has shown much improvement. Meats are also moving freely.

Hams—

Medium, per lb.	0 31	0 33
Large, per lb.	0 24	0 28

Backs—

Plain	0 38	0 39
Boneless, per lb.	0 41	0 42

Bacon—

Breakfast, per lb.	0 36	0 38
Roll, per lb.	0 29	0 30
Wiltshire (smoked), per lb.	0 32	0 32½

Dry Salt Meats—

Long clear bacon	0 26	0 28
Fat backs, lb.	0 25	0 27

Cooked Meats—

Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 44	0 46
Shoulders, roast, per lb.	0 41	0 43

Barrel Pork—

Mess pork, 200 lbs.	49 00	49 50
Short cut backs, bbl., 200 lbs.	50 00	51 00
Pickled rolls, bbl. 200 lbs.	46 00	50 00

Lard—

Pure tierces, 400 lbs., per lb.	0 25¼	0 25½
Compound tierces, 400 lbs., lb.	0 21	
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		

Hogs—

Dressed, abattoir killed	26 00	27 00
Live, off cars	17 25	
Live, fed and watered	17 00	
Live, f.o.b.	16 00	

Butter Prices Up But Easier Tone Noted

Toronto.

BUTTER.—Prices on fresh made creamery butter went up 2c per pound during the week due in large measures to the scarcity of this commodity with the dwindling of the milk supply, induced by the drying of the pastures. With recent rains, however, the pasture has improved and should make a difference in production. During the first part of the week there was a weaker undertone in evidence due to the fact that Eastern prices were down 1½c per pound. There has been eager inquiry for butter on account of export where prices were higher in the British markets during the past week. Creamery prints are quoted from 44c to 46c per pound. Dairy prints show an increase of 4c per pound.

Creamery prints, fresh made...	0 44	0 46
Creamery solids	0 43	0 41
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 37	0 41

Production of Eggs Better But Prices Up

Toronto.

EGGS.—Receipts of eggs were reported on the increase during the week, the fact that hens have been able to get on the stubble has evidently made a material improvement in the situation so far as production is concerned. There has been a good demand for eggs even in spite of the high prices and this has helped to put prices higher during the week. New lays in cartons were quoted from 54c to 55c per dozen and ex-cartons at 50c to 53c per dozen. Consumption is good, commission men assert, because people realize that even at present prices they are cheaper than meat because they go farther.

Eggs—

New lays, cartons	0 54	0 55
New laid, ex-cartons	0 50	0 53
No. 1, ex-cartons	0 47	

Cheese Prices Show Advance of ¼c Pound

Toronto.

CHEESE.—There was a firm situation in the cheese market during the week which caused the lower quotations of last week to move up ¼c per pound. Prices that are being paid at the cheese boards have been steadily upward, approaching more closely to the price of 21¼c per pound paid by the Cheese Purchasing Commission. At Peterboro the price during the week went as high as 21 7/16c per pound. The range of quotations in the local market is accordingly from 22½c to 23¼c per pound for new large cheese.

Cheese—

New, large	0 22½	0 23¼
Stilton (old)	0 29	0 32
Stilton (new)	0 24	0 25

Chickens Not Arriving in Very Large Quantities

Toronto.

POULTRY.—Arrivals of poultry have not been very heavy during the week as farmers are evidently busy with other things and are giving the chickens a chance to develop a little better. Prices were steadily maintained, in some quarters there was a disposition to quote firmly at the high quotation while in other instances the lower levels seemed more popular. Quality of the spring chickens arriving is now much improved since new grain has been available as feed. A crate of rabbits came into the local market during the week, but this is an early shipment and is not expected to create much of a furore as they are unseasonable at this time of year.

Prices paid by commission men at Toronto:—

Ducks, live, lb.	0 14	0 17
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 18	0 20
Hens, fresh, dressed, per lb.	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over..	0 25	0 30
Squabs, dozen	4 00	
Prices quoted to retail trade:—		
Hens, dressed	0 22	0 25
Ducks, dressed	0 22	0 25
Chickens, live	0 22	0 25
Do., dressed	0 30	0 32

New Honey Prices Show Upward Tendency

Toronto.

HONEY, MAPLE SYRUP.—Arrivals of honey in five-pound pails were heavier during the week but 10-lb. pails and 60-lb. pails are still light. Prices were firmer due to the slowness of arrival and the fact that very little honey is being offered to the commission men this year. In 5-lb. pails quotations on new-crop honey were made at 16c and in 10-lb. pails at 15¼c. Comb honey shows a much firmer tendency and is quoted all the way from \$2.50 per dozen for No. 2 and 3 to \$3.25 for No. 1. Producers who have reported, continue to maintain that the crop is only about half that of last year.

Honey—

Clover, 5 and 10-lb. tins.	0 15	0 16
60-lb. tins	0 14½	0 15
Comb, No. 1, doz.	2 50	3 25
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

Hogs High Again; No. 1 Canded Eggs 39c

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market last weekend stood at 18c. The run was light, and it is conceded by most people that the price will remain high but a decline has taken place to \$16.50 at which figure they are holding steady. Provision prices have not depressed in accordance with the cost of live hogs; there are only a few minor advances. Lard is unchanged, but there is a strong undertone. With a continued light run of hogs, and a better demand, an advance is expected. Eggs.—Price being paid to shippers is 33c-34c for straight receipts, cases returnable. Price to the trade for No. 1 Canded stock is 39c. Receipts are lighter, and it is anticipated that storage stocks will soon have to be drawn on. Creamery Butter.—The market was quiet last week following a very active market the previous week. Prices are unchanged, although the undertone is firm. Dairy Butter.—Receipts are becoming very light, and the outside demand is good. Cheese.—Prices are unchanged.

Hams—

Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27

Bacon—

Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 36
Backs, regular		0 34

Dry Salt Meats—

Long clear bacon, light.	0 25	
Backs	0 26	

Barrelled Pork—

Mess pork, bbl.		45 00
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Lard, Pure—

Tierces	0 25½	
20s	5 40	
Cases, 5s	15 82	
Cases, 3s	15 90	

Lard, Compound—

Tierces	0 20¼	
Tubs, 50s, net	10 38	
Pails, 20s, net	4 40	

Fresh Eggs—

New lays	0 39	
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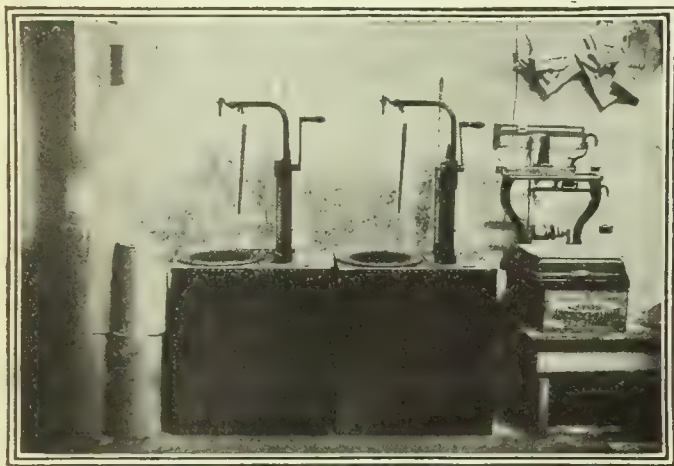
Cheese—

Ontario, large fresh	0 21	0 21½
Manitoba, large, fresh	0 22½	0 23

Butter—

Fresh made creamery, No. 1 cartons	0 40	
Fresh made creamery, No. 2..	0 39	

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ESTABLISHED 1885

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Will bring about these conditions and make them permanent. You handle your oil stock with cleanliness, speed and safety. No more oil-soaked floors and damage to food supplies due to oil fumes permeating the store. Oil is protected from dust, shrinkage, deterioration and careless handling. You and your customers have the assurance that all oil purchased and sold is measured correctly. You'll do a better and more satisfactory business with the Bowser Oil Storage System.

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Everywhere.



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MONTE brand.

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who cater to the taste
of people who want
the best.

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Distributors
Everywhere.

CALIFORNIA PACKING
CORPORATION
SAN FRANCISCO, CALIFORNIA



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Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

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With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

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ALL STEEL
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They're neat, good-looking and serviceable —no better to be had. Note our lines:

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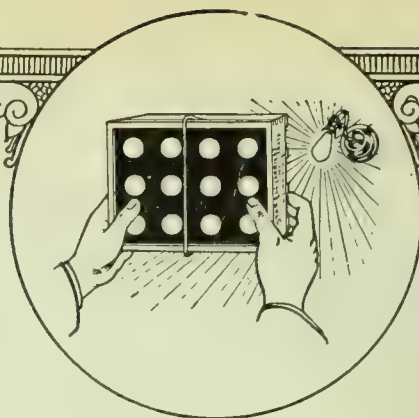
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Very large assortment.

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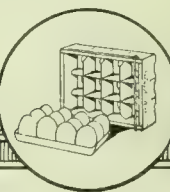
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Would you give four seconds time to know that each dozen eggs you pass on to your customers are wholesome and fit for use? Can you afford *not* to be sure?

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Slices quickly and easily, and in any thickness desired.

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A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

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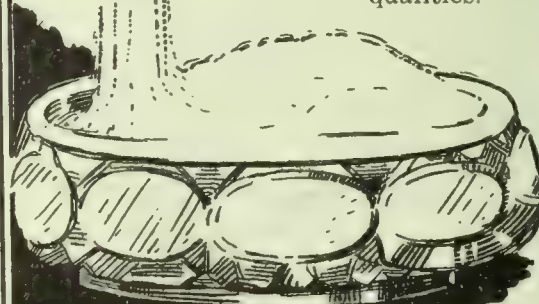
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Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth featuring every day the year round.

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a highly successful and estimable grocer—and you instantly perceive some reasons for his notable success. He knows his immediate business—that is clear. He has the canny Scottish mind. He has character without which great and enduring success is not possible. *And he has a wide outlook on life—an informed knowledge of Canadian affairs.* He feeds this knowledge each week by reading

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Now, if you are a retailer, you, too, can become bigger than your business—can become a greater master of your business, by reading THE FINANCIAL POST. This paper is most readable. You may skip some parts of it, but most of it you will read, and enjoy reading. And you will actually perceive your mind expanding—reading in quest of special knowledge applicable to the conduct of your business.

\$3.00 a year is a small sum to pay for Education that makes you a bigger man—bigger mentally, bigger as a citizen, bigger as a retailer

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.....1917

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VOLPEEK is the most practical and economical method on the market today for mending holes in all kinds of pots and pans, granite ware, aluminum, tinware, etc., etc.

It is like a stiff putty. Easily applied with the fingers. Requires no tools. Repairs the article quickly, neatly, permanently, and is sanitary, as food cannot lodge under mend. Costs only 1/2c for each mend.

There is a good market in your town for **VOLPEEK**. One of our attractive 3-color stands on your counter will yield you an extra profit each month that you have not been getting in the past. Take advantage of this to-day

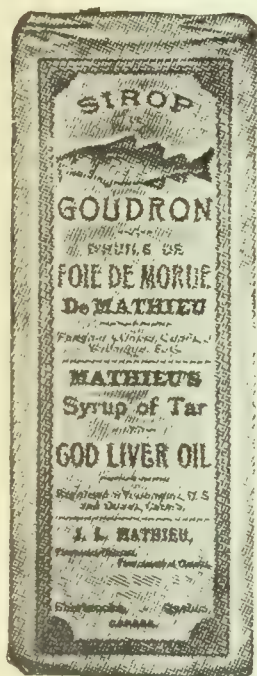
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Mathieu's Syrup of
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Oil—a splendid body
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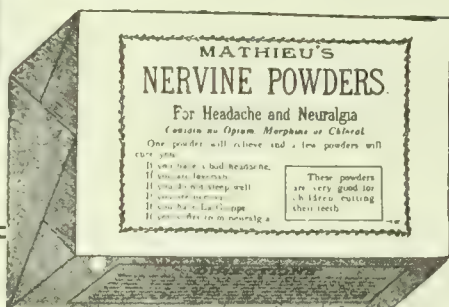
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Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

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is as near perfect as nature and
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Tell your customers that Purity Flour is made from the world's finest wheat, in the clean, careful, scientific way that is necessary to produce high-grade flours. Tell them that Purity is an *all-purpose* flour for bread, rolls, biscuits, pies, cakes—for all home baking.

Call the customer's attention to the fact that the actual food value of Purity Flour is greater than that of Eggs, Beef, Fish, Milk, Potatoes, Cabbage or Corn. They will appreciate information of this kind. It will help your reputation

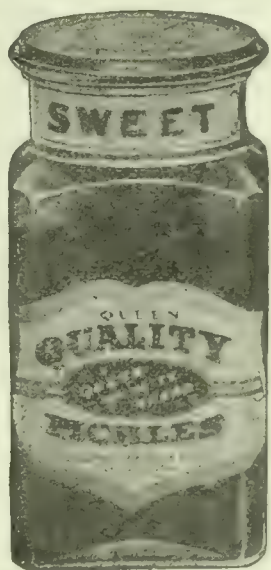
as a progressive dealer and will help you sell more Purity Flour and other high quality products.

You'll make no mistake if you stock up with Purity Flour. It's a profitable line for dealers, because it always gives absolute satisfaction to the customer.

Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo
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A neat little
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The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

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Let your customer feel the weight of the "Keystone" Nugget Broom in her hands. She will realize what a help it will be on a big day's sweeping.

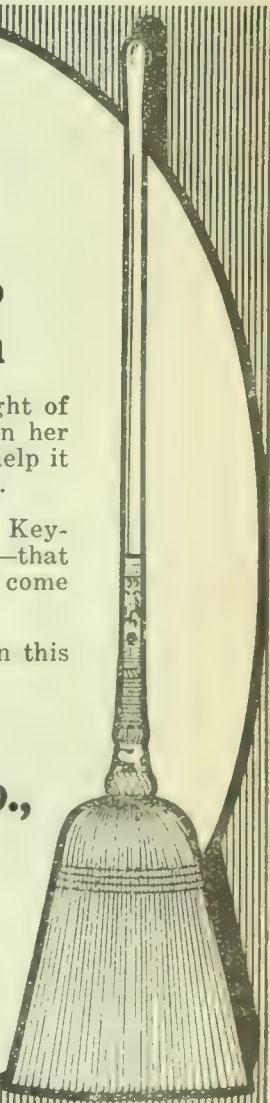
Then assure her that, being a Keystone, it has got the quality, too—that is, the fine green corn will NOT come out or turn over at the ends.

Profit and satisfaction for you in this line.

Write for Prices, etc.

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.





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and, since it is to your profit and advantage to offer them the brand that is certain to please and satisfy them, you cannot do better than feature

BRUNSWICK BRAND

As a result of the order of the Dominion Food Controller, that Canadians should help conserve the meat supply by making more liberal use of fish, the public generally are fast becoming familiar with the delicious and appetizing qualities of wholesome and nourishing sea foods.

Meet the popular demand with Brunswick Brand which is profitable to handle and is certain to give all-around satisfaction to your customers.

Order a trial supply from your wholesaler:

¼ Oil Sardines
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Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 89
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

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WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

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"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

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Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz...	2.45
Perfection, ¼-lb. tins, doz...	1.35
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.36



Turn "Economy Talk" Into "Economy Talks"

Sell pure goods so that the people can get 100% value. All Lever Brothers products are guaranteed-quality goods. No adulterations or fillers are used. It is true war-time economy and a benefit to yourself and your customers to push the "Big 5" as shown above. They are efficient, honest and British through-and-through.

These soaps are unsurpassed for purity and quality

Sunlight Soap and Lifebuoy Soap are absolutely pure and their quality is superior to any other soaps on the Canadian market. Their increasing sales are a reflection of their well-advertised merit.



LEVER BROTHERS LIMITED
Toronto, Canada

The best Orange Marmalade is Wethey's Are you selling it?

Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED
HALIFAX, CANADA

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa-nut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes. 0 39	
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box..	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can ...	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2 1/2-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can.....	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35	

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—1/2s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—1/2s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—1/2s, \$2.	
Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	

S. DAVIS & SONS, LTD.

CIGAR MAKERS MONTREAL

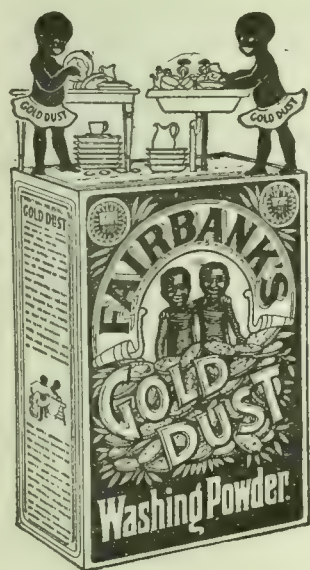
You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada



GOLD DUST SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY

LIMITED
MONTREAL

"Let the GOLD DUST TWINS do your work."

Particular People Like It

Prove the big popularity of Barnes' Concord Grape Juice.

Show a display in your window to-day and see it sell.

The
Ontario Grape Growing
and Wine Mfg. Company
ST. CATHARINES, ONTARIO

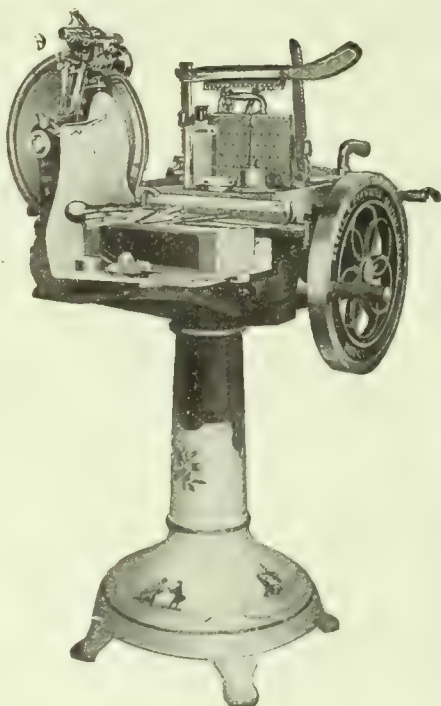


VAN BERKEL SLICING MACHINE

"Made in the
Empire,
London, Eng."

Will about pay
for itself in the
saving of waste
which other
machines make.

Send for illus-
trated cata-
logue giving
full particulars.



The **W. A. Freeman Company, Ltd.**
HAMILTON, CANADA

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
Mincemeat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs. 8 30
Neptune 9 30
San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 12 30

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 40
Ginger Ale, Trayders, cs., 6 doz. splits, doz. 1 30
Club Soda, Trayders, cs., 6 doz. splits, doz. 1 35
Club Soda, Trayders, cs., 6 doz. splits, doz. 1 25

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 54
Princess Blend, 50 and 30-lb. tins, lb. 0 50

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 40
Victoria, ch. 90 lbs., lb. 0 30

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 35
Victoria, 5, 10, 25, 50-lb. tins lb. 0 33
Princess, 1-lb. tin, lb. 0 23

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 85
D. S. F., 1/2-lb. 3 50
D. S. F., 1-lb. 6 80
F. D., 1/4-lb. 1 15
Per jar
Durham, 4-lb. jar, each. 1 30
Durham, 1-lb. jar, each. 0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05
List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

	5c	10c
	Round	Oval
	litho.	litho.
	dredge	dredge
	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c.		
pkgs., window		
front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c.		
pkgs., window		
front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c		
pkgs., window		
front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	3

PEACHES

Some of the better varieties of early Canadian peaches will start to move this week. We will this season handle the output of a large number of reliable growers, and will have fine quality, well graded fruit to offer our trade.

Will also have full lines of all other kinds of foreign and domestic fruits and vegetables in season.

Send us your orders. Quality and prices always right.

HUGH WALKER & SON
GUELPH, ONT.

PEACHES

SEASON
NOW ON

WHITE & CO., LIMITED

Wholesale Distributors

TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe

Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Ring up the profits

Show Marsh's Grape Juice in windows and on counter and note the extra big profits it will bring you.

Liked by all and a seller everywhere.

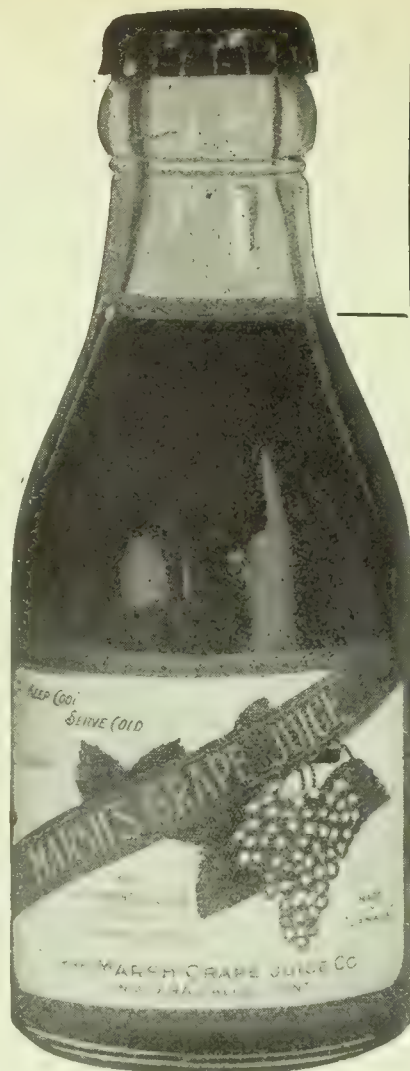
Five-case lots or more prepaid to any part in Ontario or Quebec.

The Marsh Grape Juice Company

Niagara Falls - Ontario

Agents—
MacLaren Imperial
Cheese Co., Ltd.
Toronto, Ont.

Rose & Laflamme, Ltd.
Montreal, Que.



Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.



The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

AGENCIES WANTED

TWO GROCERY SALESMEN COVERING ALBERTA with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

BUSINESSES FOR SALE

DOUBLE-FRONTED GROCERY STORE (CORNER). House (6 rooms, fully modern). Post office, stock, buildings, poultry, etc. Suburban Calgary; established 6 years. Cash \$5,000, or \$5,500 terms (\$2,000 deposit). Box 255 Canadian Grocer, Toronto.

FIRST-CLASS GROCERY BUSINESS—TORONTO—one thousand dollars; splendid location, also the property; will sell or rent on easy terms.

GROCERY AND CONFECTIONERY BUSINESS, Toronto; seventeen hundred; doing fifteen hundred monthly; a splendid business.

BUTCHER BUSINESS, TORONTO; TWO thousand dollars; sales over five thousand monthly; fortune here for hustler.

CIGARS, TOBACCOS, STATIONERY AND magazine business, Toronto; sixteen hundred dollars; doing eight hundred monthly; a money-making business.

GENERAL BUSINESS; FIVE THOUSAND; Peterboro County; doing twenty thousand yearly, also the property, six thousand on easy terms; a live business.

LARGE LIST OF BUSINESSES FOR SALE. Box 244, Canadian Grocer.

TO RENT

TO RENT—THE BEST GROCERY, FLOUR and feed store in district of Muskoka; on centre of main street in town of Bracebridge. Apply Henry J. Bird, Bracebridge.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

POSITION WANTED

YOUNG MAN SEEKS POSITION AS MAN-ager in good general store, no objection to West; country preferred; married, no family; abstainer; post office experience. E. S. H. Hawkins, MacTier, Ont.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

SALESMEN WANTED

SALESMAN WANTED

We want a real salesman, window dressing experience preferred, but not necessary. Position permanent, with prospect of becoming branch manager. Good salary and expenses paid. Apply in person if possible, or write. CANADIAN MILK PRODUCTS, LIMITED, 10-12 William St., Toronto. "The Klim People."

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR SALE

COUNTER FOR SALE—27 FEET LONG, 16 ft. of which is with plate glass top and display drawers. Low price for quick sale. F. W. Banford, Hawkesbury, Ont.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

FIXTURES FOR SALE

FOR SALE—ONE 1 HUNDRED ACCOUNT McCaskey; used one year; \$65.00. One 30-lb. Brantford computing scale; used one year; \$85.00. These scales are as good as new. Apply R. Turner, 505 N. Christina St., Sarnia, Ont.

FOR SALE — NATIONAL CASH REGISTER with five drawers, electrically operated, up-to-date in every particular and in good order. Value \$800. Will sell for \$600. J. P. McLaughlin, Timmins, Ont.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

KLIM

PURE SEPARATED MILK IN POWDER FORM FOR ALL COOKING WHERE MILK IS NEEDED.

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.



WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 362 Sunnyside Avenue,
TORONTO, CANADA

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

OAKLEY'S KNIFE POLISH

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

It will not cost you
one cent
unless
we collect



Your old accounts
can be collected.

The money is
yours and you should have it in
your business. Why not let us
collect it for you? We make no
charge unless we collect.

Our proposition is a good one.

WRITE FOR FORMS AND FILL THEM
IN RIGHT AWAY.

The Nagle Mercantile Agency
Westmount, Que. (Montreal)

LARGEST CANADIAN DEALER

ADEL 760 WASTE PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

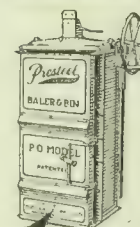
SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

PAPER Baler

Strongest, simplest, most efficient and easiest to operate - Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal

WRITE TO-DAY

If you want better sales pads or counter check books, write us. Our facilities and modern equipment for the manufacture of carbon leaf and carbon-coated sales books—in duplicate and triplicate—enable us to give unequalled service on these articles. Send us a sample of your sales book or pad, showing the size and style desired, and we will submit a quotation.

McCaskey Systems LIMITED

Toronto, Canada

SAY YOU SAW IT IN
CANADIAN GROCER

COCOANUT

Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

The Submarine Menace

necessitates the prohibition
of export of all foodstuffs
from the United Kingdom.

SPRATT'S

DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures.*

pending the removal of
the embargo, can be ob-
tained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

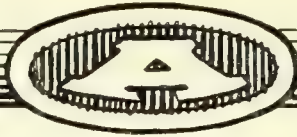
Ask Us For
Wrapping
Papers

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg



APPLEFORD'S SANI-WRAPPERS

Use Sani-Wrappers— It Pays



Your customers will appreciate your care and cleanliness as you parcel their purchases of meats, butter, bread and vegetables in Appleford's Sani-Wrappers.

Particular trade goes to the store that is careful of the details of cleanliness and appearance.

Ask your jobber for Appleford's Sani-Wrappers, or write us direct for samples and prices.

Appleford Counter Check Book Company

LIMITED

HAMILTON CANADA

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, SEPT. 7, 1917

No. 36

Crown Brand Corn Syrup

At All Wholesalers



The Canada Starch Company, Limited

Montreal

Cardinal


Brantford

Fort William

Peaches are in

Every housekeeper will endeavor to put down an extra quantity of peaches this season.

Ensure the success of her efforts by supplying

St. Lawrence  **Sugar**

100% Pure Cane. The Best for Preserving.

ST. LAWRENCE SUGAR REFINERIES, Limited
MONTREAL

Easier For You As Well As More Profitable

It is a paradox of modern retailing that the easiest way is in many instances really the most profitable.

Take BORDEN'S—the "leaders of quality" line of milk products known in every community in Canada.



Our consumer advertising has familiarized your customers with the quality of Borden Milk Products, and they know the name Borden Eagle Trade Mark as the symbol of all that is good in these lines.

A grocer is only wasting his time and taking chances of dissatisfying his customers when he tries pushing the sale of unknown or unpopular brands.

Please your customers, save time, and build better business by featuring the popular Borden line. Your wholesaler has them.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



ANSWERING THE COUNTRY'S CALL

THE CANNERS AND PACKERS of food products, by putting up this season's pack in glass with a vacuum under **ANCHOR CAPS**, are lessening the danger arising from short crops.

ANCHOR CAPS are air and liquid-tight, thereby preserving the wholesome quality of the goods.

ANCHOR CAPS, WHEN SEALED properly, never come off during shipment, which means there can be no leakers or soiled packages to contend with.

ANCHOR CAPS are applied so quickly, so easily and so securely that the packer is increasing production, lessening labor and saving time, as well as putting on the market the most attractive package that has ever been presented to the public.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

Points to Mention IN SELLING

Sani-Flush



Be ready always to answer questions regarding the virtues and the methods of using anything you have for sale.

You can tell your customers how to use *Sani-Flush* by reading the directions on the tin. You can find out its points of excellence from the magazine advertisements.

Sani-Flush is the only entirely satisfactory toilet bowl cleanser made. Its advantages are ease and thoroughness; saves dipping water and scouring; does not harm bowl or connections; makes the bowl snowy white, sanitary and odor-free.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

*Their quality wins
unstinted approval*

The precautions taken in the selection and preparation of

INDIAN CHIEF BRAND CLAMS

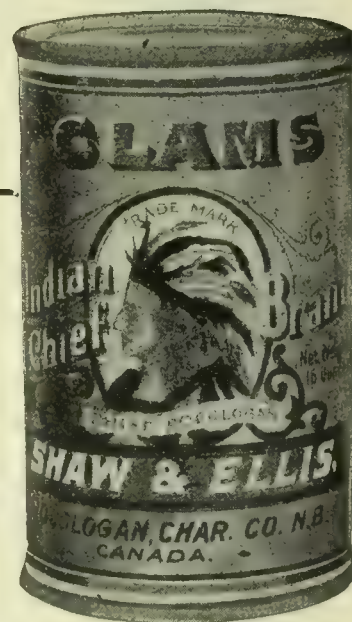
is a certain guarantee of customer-satisfaction.

Because they are put up the same day they are taken from the clam beds their freshness and purity are absolutely assured. And the clams are sealed without solder or acid.

No long cooking required. Heating to a simmer is all that is necessary. Tell your customers about them.

Packed by

SHAW & ELLIS
POCOLOGAN, N.B.



CLARK'S PREPARED FOODS



Assure
you
PRIME
QUALITY



CLARK'S PORK AND BEANS

Beefsteak and Onions
Cambridge Sausage
Corned Beef
Roast Beef
English Brawn
Loaf Meats
Corned Beef Hash
Minced Collops

Soups (Full Assortment)
Potted Meats
Sliced Smoked Beef
Spaghetti with Tomato
Sauce and Cheese
Tongue, Ham and Veal
Fluid Beef Cordial
Peanut Butter

Etc., Etc., Etc.

Good Business is always the result of Quality.

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.



"SOME OF THE STAFF"

Cleanliness Rules in the "Thistle" Brand Canneries

Absolute cleanliness is carried almost to the point of exaggeration in the packing of the "Thistle" Brand fish.

The factories are of the most modern type, with the most sanitary equipment throughout.

THE THISTLE
CANNING CO.



The entire work of handling, preparing and packing the fish is carried on under the most sanitary and cleanly methods known.

No kitchen in Canada is more scrupulously clean than the "Thistle" Brand Canneries.

THE THISTLE
CANNING CO.



The Choicest Fish Food

When you buy "Thistle" Brand you get the best parts of the finest fish caught in St. Mary's Bay, canned right where the fish are caught.

ALL "Thistle" Brand fish are especially selected and only the choicest portions are used.

The Most Economical Form

"Thistle" Brand is the most economical form of fish food. There is absolutely no waste in the Finnan Haddie, Kippered Herring, etc., that come from the "Thistle" Brand tins. Every particle is pure, wholesome food.

Every tin is full weight, and every tin is guaranteed good.

BE SURE TO ASK FOR "THISTLE" BRAND

For Sale By All Wholesale Grocers.

Sole Agents: ARTHUR P. TIPPET & Co., Montreal, Toronto

Sunsweet—

the brand name of
the highest quality

Prunes and Apricots

*"Nature
Flavored"*

THIS IS THE BRAND



SUNSWEEP is the quality brand of the California Prune and Apricot Growers, Inc. This association is a state-wide co-operative organization including more than 85% of the total number of growers and more than 75% of the acreage used in the production of these fruits. Forty-eight important California packers are affiliated with the organization packing under the direct supervision and inspection of both the organization and State officials.

Live Grocers Everywhere will stock Sunsweet Prunes and Apricots because:

SUNSWEEP Prunes and Apricots are the standardized pack—conforming to standards set by the State Marketing Commission.

SUNSWEEP Prunes and Apricots are guaranteed—both as to price and to condition upon arrival.

SUNSWEEP Prunes and Apricots are the national brand—will be advertised and exploited from one end of the country to the other.

SUNSWEEP Prunes and Apricots are the inspected brand—inspected before they enter the packing plant, inspected in the process of packing and inspected after they are packed.

SUNSWEEP Prunes are packed in all desirable sizes—all of one quality, the very best.

SUNSWEEP Apricots are packed in five sizes—Choice, Extra Choice, Fancy, Extra Fancy and Jumbo—all of one quality, the very best.

Every box carries a guarantee of quality of fruit and weight, an inspection certificate with each shipment, guaranteeing condition on arrival.

The price of SUNSWEEP Prunes to the trade is guaranteed up to January 1st—SUNSWEEP Apricots to November 1st. Order from your jobber. Send in your request now for dealer helps that will aid you in making SUNSWEEP sales.

California Prune & Apricot Growers, Inc.

SAN JOSE, CALIFORNIA

Speed up your jam sales with
a stock of
E. D. SMITH'S
GOOSEBERRY
JAM

Your customers know the standard of quality that "E.D.S." products represent.

Therefore, "E.D.S." Gooseberry Jam in those good-looking, tall, vacuum glasses and tins will make a telling appeal to the critical buyer.

And you can recommend E.D.S. Gooseberry Jam just as you can recommend each and every E.D.S. line. It will please your customers and boost your profits.

100% PURE

E. D. Smith and Son, Limited
WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

Sell O-Pee-Chee Gum and Mintees, and secure these useful Premiums

O-Pee-Chee Chewing Gum and Mintees are two quality 5c lines that sell rapidly and repeat constantly.

The dealer makes a good profit on every sale—and then the Premiums.



O-PEE-CHEE GUM

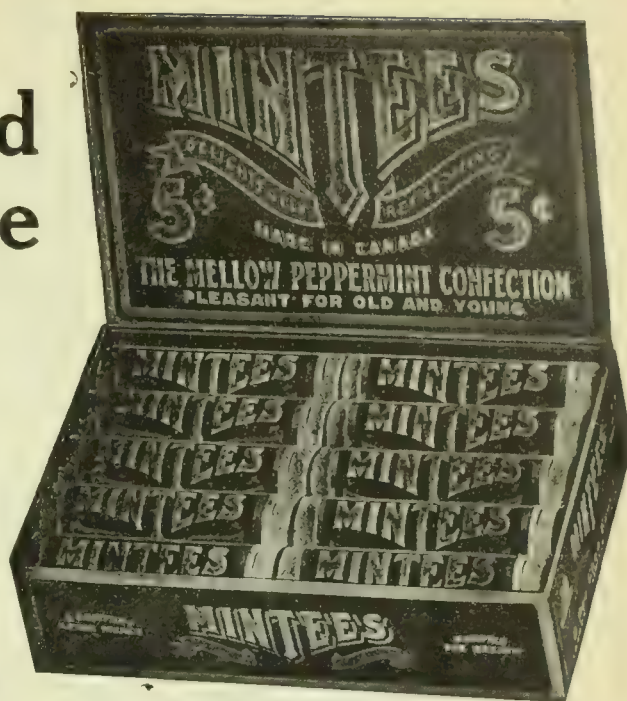
You can sell lots of this delightfully flavored Chewing Gum, Spearmint, Peppermint, Licorice. Children love it. And your profits are good.

Note the three good-looking, serviceable premiums illustrated. There are several others, including Eight-Day Clocks, Filing Cabinets, Electric Reading Lamps, Electric Iron, Club Bag, Aluminum Scoops, Camera, etc.

The complete line is fully described in our free, illustrated premium list.

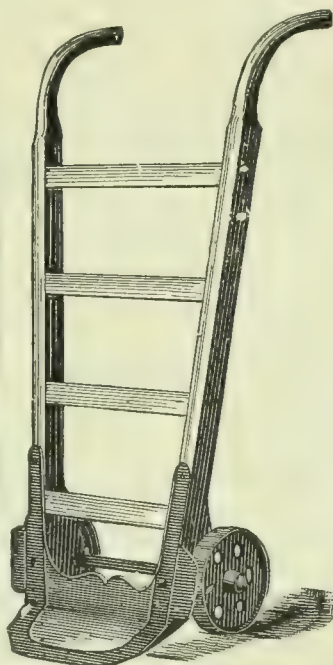
Send us the coupon to-day and get this list by return.

O-Pee-Chee Gum Co.
Limited
LONDON CANADA

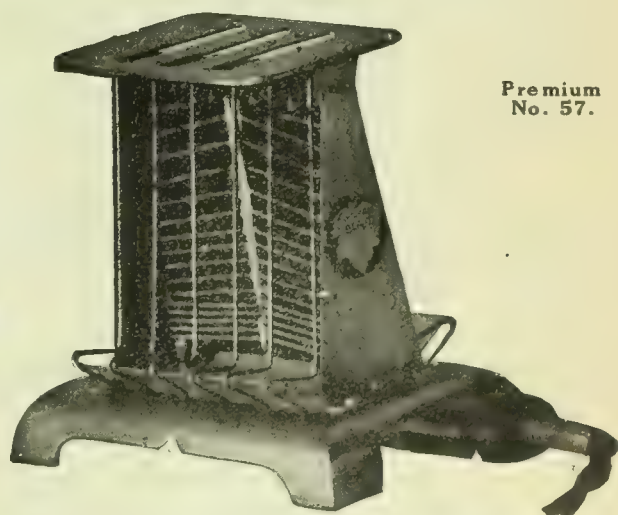


MINTIES

A Mellow Peppermint Confection. Good after eating and smoking. Children like them—everybody likes them. Wrapped in tin-foil. 20 rolls in display box. Costs the dealer 65c.

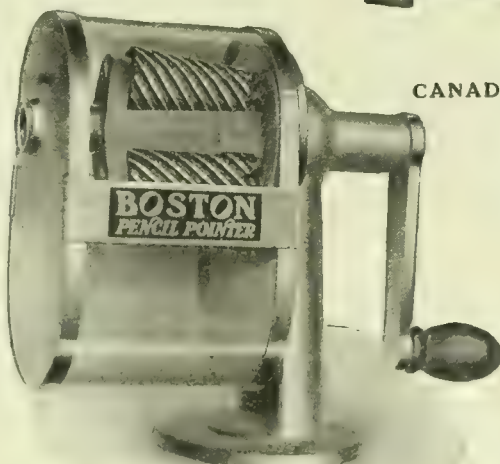


Premium No. 56.
BAG AND BARREL TRUCK



Premium No. 57.

CANADIAN BEAUTY ELECTRIC TOASTER



Premium No. 62
BOSTON PENCIL POINTER

O-Pee-Chee Gum Company

London Ontario

Send me your **FREE**
Illustrated Premium
Catalog.

M.....
.....
.....

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage

Distributing

Forwarding

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

This Space is Yours

For \$2.50

On Yearly Order

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:

Do you require first class representation?
Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers' Agents and Commission
Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Track.

137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE
from

COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba,
Saskatchewan and Alberta. They get the business, and can get it
for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers
and importers in Canada and the United States,
and, if your line does not conflict with any of our
present agencies, we can handle your account, and
guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We
are in an unexcelled position to handle storage and consignments, and to look after the
distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Write me
if you are interested in
selling or buying

**Apples, Beans,
Onions, Potatoes**

FRED J. WHITE

(Successor to White & McCart, Ltd.)
Board of Trade Bldg., Toronto, Ont.

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

DISPLAY WORK, BOOTHS, ADVERTISING
CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window
dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

**Loggie, Parsons
& Co.**

Merchandise Brokers and
Manufacturers' Agents

**Grocery, Drug and Confectionery
Specialties.**

"We cover Canada 3 times a year."

**Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO.**

Special Offerings in
**Raisins Teas
Beans Split Peas**

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

**OPEN FOR AGENCY FOR THE
CITY OF OTTAWA**

*Satisfaction Guaranteed.
Best of Reference.*

M. M. WALSH

310 BAY ST. OTTAWA

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

More Lines Wanted

Commission agent located in the
North Country is open to look after
several good lines for manufacturers
and wholesalers.

I cover the territory from Sudbury
to Hearst and also the Porcupine
District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

**Coffee, Its History,
Classification and
Description**

By Joseph M. Walsh

This is the most exhaustive,
interesting and instructive book
ever published on Coffee. It is
attractively written and richly
illustrated, and should be read by
all who deal in or use Coffee. The
contents include:

**Cultivation and Preparation.
Commercial Classification and
Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.**

This work, written by one of the
greatest authorities in the world
upon the subjects of Tea and
Coffee, will be mailed to you post-
paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

Kindly mention this paper when
writing to advertisers.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

**ROSE & LAFLAMME
LIMITED**
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

*Complete Trade Connection.
Reference—Home Bank of Canada.*

JOHN E. TURTON
55 St. Frs. Xavier St. - Montreal
Phone Main 2628

BEANS AND PEAS

We buy and sell. References Bank of Montreal.

Universal Importing Co.
BROKERS

St. Nicholas Bld. Montreal

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

QUEBEC.

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of

All Kinds of Grains and Seeds

Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

MARITIME PROVINCES.

Activity is successful only when
accompanied with

EFFICIENCY

Your account will get the com-
bination with

C. B. HART, Reg.

Wholesale Grocery & Merchandise
Brokers

489 St. Paul Street W., Montreal

Want Ads.

There is someone who is look-
ing for just such a proposition
as you have to offer. For two
cents a word you can speak
across the continent with a
condensed advertisement in
this paper.

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription business. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue Toronto, Canada

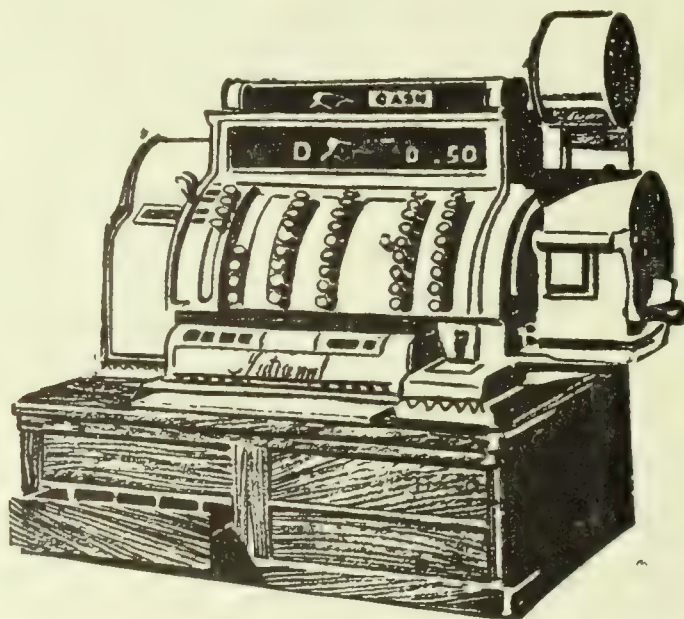
Better Business

In 1916 there were 1785 failures among retail merchants in Canada. Most of these failures were due directly to one cause—unsystematic business. Most of the merchants who failed were apparently doing a big business. But they did not know the details of their business. They had no system. They lost money through mistakes, through forgotten charges. They lost customers through disputes. A store with an annual turnover of \$40,000 should net at least \$4,000.00 profit, on a conservative estimate, yet that profit is easily eaten up by such losses.

A National Cash Register System insures against loss due to mistakes, forgotten charges, etc., and insures each retail merchant that he will get all his profit all the time—whether he is in the store or not.

The price of a National Cash Register is insignificant when the amount of information it gives is considered.

Write us to-day for full particulars which we will gladly furnish.



THE NATIONAL CASH REGISTER CO.
OF CANADA, LIMITED

350 CHRISTIE STREET

TORONTO, ONTARIO



STANDARD Floor Dressing

keeps floors smooth, fixtures bright, and shelves neat. Experiments have shown that it permanently lays over 90% of the atmospheric dust, a task which no amount of dry sweeping or dusting can accomplish.

One gallon is sufficient to cover from 500 to 700 square feet, and when applied every few months it greatly improves the general appearance of your store.

When applied with an Imperial Floor Oiler an even distribution without waste is assured. A floor sprayer may be used, if preferred.

Obtainable in one and four gallon cans; also in barrels and half barrels.

THE IMPERIAL OIL COMPANY
Limited

T505

BRANCHES IN ALL CITIES

100 Cars Red and Yellow Onions in Car lots or less.

From the largest Onion
growing section in Canada.

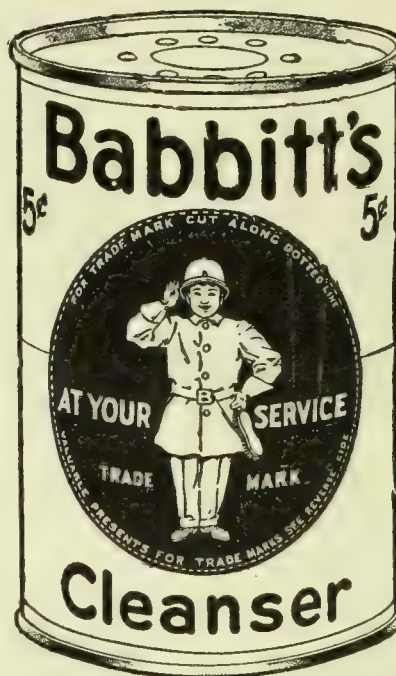
Correspondence invited.

Leamington Onion Association

Leamington, Ontario

E. E. ADAMS, SALESMAN

Sells For Five Cents Is Really Worth Ten



Housewives the country over know Babbitt's Cleanser to be the biggest cleaning value on the market. It is really a 10-cent can for 5 cents, and has absolutely no superior for all-round satisfaction.

Grocers who know Babbitt's recognize it as an active seller and a profitable line to handle.

Premiums given for the Trade-Marks.

WM. H. DUNN
Limited
General Representatives
of Canada
MONTREAL

Dunn-Hortop, Limited
TORONTO
Special Agents

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

**All of Your Customers
Will Use Klim When the
Price of Milk Goes Up**

because Klim is the best milk for cooking and costs only 9 cents a quart. A one-pound tin makes four quarts of pure, wholesome liquid.

Get a big share of the business which has been going to the Dairy, by selling KLIM.

Order from your wholesale Grocer.

**CANADIAN MILK
PRODUCTS LIMITED**

10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal

ALSO STOCKED BY

W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton

Kirkland & Rose
Vancouver

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered
Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

**Trade Papers are
Pioneers of Busi-
ness Expansion**

The Cost of Selling

SCARCELY necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in

The FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.60 per insertion).


Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?


You should—and can, at so low a price.

Write in about it.

Japan and China Teas

 New Crop now in store

Prices are much higher than last year—and will continue advancing each month for some time.

 We have been advising our trade all summer to purchase for winter requirements, as stocks in importers' hands will be much smaller than former years.

KEARNEY BROS., LIMITED

TEA and Coffee Importers

33 St. Peter Street

Montreal

CHAMBERLAIN'S TABLETS

One of the few lines on which the price has not been increased.

Beginning Sept. 1st, large newspaper space is again being used.

Replenish your stock by ordering direct or from your jobber.

Write to manufacturers for attractive store advertising.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.



HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory,
Leamington, Ont.

Principal Factory,
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

<p>Halifax St. John Quebec Ottawa Winnipeg Edmonton Lethbridge Calgary Ferne, B.C. Moose Jaw Saskatoon Vancouver Victoria</p>	<p>John Tobin & Co. Baird & Peters. J. B. Renaud & Co. Provost & Allard. The Codville Co., Ltd. The A. Macdonald Co. The A. Macdonald Co. Simington Co., Ltd. Western Canada Wholesale Co. The Codville Co., Ltd. The Codville Co., Ltd. Kelly, Douglas & Co. Kelly, Douglas & Co.</p>
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Prove your loss to a cent in case of fire

You can do it with an International Account Register

This account keeping system is the simplest, most complete and most quickly operated system made. You have no extra safe to buy, no shifting of bill-holders to and from the safe to register.

An International gives you a quick and accurate service. Every credit transaction is totalled to the minute. Prevents mistakes and forgotten charges. Keeps delinquents in check, makes for regular payments and provides absolute safety in case of fire. The "International" is the modern system for modern and progressive merchants.



*Write for booklet "I" which further explains and shows you how
to solve the credit problems. Write now.*

INTERNATIONAL SAFE COMPANY, LIMITED
FORT ERIE, ONTARIO

G. WASHINGTON'S

Refined Coffee **FOR THE SOLDIER**

Recently a trained nurse who had been at the front in France for two years, said to us before returning, "That G. Washington's Refined Coffee was a blessing to the boys at the front who were fortunate enough to have it sent to them."

A \$1 can will provide delicious coffee three

times a day for thirty days, to your relative or friend at the front, wherever either hot or cold water is available. It dissolves in either hot or cold water instantly.

Refreshing, invigorating, relieves fatigue, tired and tried nerves.

No

Coffee Pot
Boiling
Dripping
Grounds

All

of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE



LET YOUR CUSTOMERS KNOW THAT YOU STOCK THE BEST

A couple of dozen "Nugget" will not take up much room on your counter, and you will be agreeably surprised at the way "Nugget" will sell. It has been strongly advertised and demonstrated at exhibitions from Coast to Coast.

TRY A DISPLAY

THE NUGGET POLISH CO., LIMITED
TORONTO, ONTARIO

KING GEORGE'S NAVY

CHEWING TOBACCO

Makes friends of the particular

The more critical a man is the better he'll like the delicious palatability of *King George's Navy Chewing Tobacco*.

Grocers should constantly feature this line. It puts the requisite punch into tobacco selling.

And he profits make a daily display advisable.

Rock City Tobacco Co., Ltd.

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost \$50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., Book Dept., **143-153 University Avenue**
Toronto, Canada

Distinctive!

There are more than a dozen varieties of choice Assam-Indian and Ceylon Teas skilfully blended in the Blue Label package. That's why Red Rose Tea has that distinctive flavor, richness and strength that tea pedlars cannot "match".



T. H. Estabrooks Co., Limited

St. John

Toronto

Winnipeg

Calgary

How to sell

OCEAN BLUE

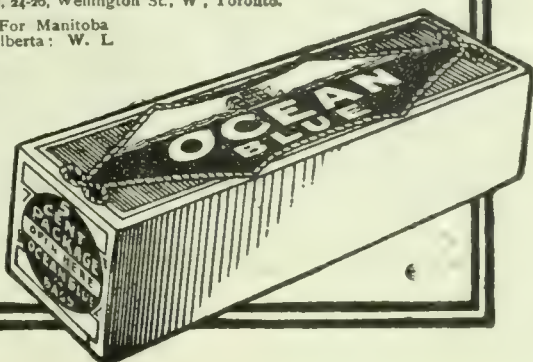
is not a problem. It is merely a question of getting your customers to try the first 5 cent packet. After that, repeat orders follow as a matter of course.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba
Saskatchewan & Alberta: W. L.
Mackenzie & Co.
141, Winnipeg.
Regina, Saskatoon,
Calgary & Edmonton.
For British Col. and Yukon:
Creeden & Avery
Rooms 5 and 6,
Jones Block 407,
Hastings Street,
West, Vancouver.



KEEPING EGGS FOR WINTER

Give This Recipe To Your Customers

Under present-day conditions it behooves every good housewife to put away winter supplies of butter, eggs, fruit and vegetables. You have scores of customers who will appreciate the following recipe for preserving eggs. Give it to them:

RECIPE

For 30 dozen eggs use one quart Liquid Glass (Silicate of Soda), add 12 quarts cold, boiled water and pour over the eggs in jar. Be sure all of the eggs are fresh and none cracked.

Tell your customers that the right kind of jar to use is one of the Toronto Pottery Company's high-grade sanitary crocks.



Make a display of this Pottery. The demand is big, and a few suggestions on your part will pull big sales and good profits, too.

Order a stock now. We'll ship promptly.

PRICES ARE:

Half gallon to 6 gallons, inclusive, 12 cents per gallon.
Eight, ten and twelve gallons, 15 cents per gallon.
Fifteen and twenty gallons, 18 cents per gallon.
Twenty-five and thirty, 20 cents per gallon.
Thirty-five, forty and fifty gallons, 24 cents per gallon.
Seventy-five to five hundred gallon sizes made to order only.

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



Ask us to send you one. Hang it up and note the increased demand for the Colman-Keen Products.

Hang this handsome card in your Store and give your Colman-Keen sales a boost

Your customers know Colman-Keen quality. With an eye-catching reminder like this before them your stocks will move more briskly and your profits will correspondingly increase.

Magor Son and Co. Limited

191 St. Paul St. W., Montreal

30 Church St., Toronto.

NIAGARA

RED and WHITE

GRAPE JUICE

Trade Prices

50c. Size Per Case (1 Doz. Qts.)	\$4.00
25c. " " " (2 Doz. Pts.)	4.50
10c. " " " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, SEPTEMBER 7, 1917

No. 36

Getting Results With Display

Some Ideas on an Important Subject—How One Merchant Uses His Windows—Selling Special Lines at a Profit—A Bulk Goods Argument.

EVERYONE is willing to admit the general principle that attractive display is about half the battle in selling goods. Everybody is willing to admit the principle, but a very fair proportion of merchants, through one reason or another, are prone to go no farther, to admit the principle, but pay it no other attention. Windows are jammed full of anything without any reference to their drawing power, or to their actual money-making qualities once that the attention has been drawn.

Charles B. Shields, of 1476 Queen Street West, Toronto, is one of those merchants who believes in the general principle, but who goes farther and works the principle out in practice, because he has found by actual experience that doing so has been the best business builder that he has.

Selling the Goods by Showing Them

Take a case in point. Some little time

ago Mr. Shields devoted a window to some special lines of beverages. The photograph of this window appears in connection with this article. These had not been going lines with him, and the window was dressed to see if the sale could be boomed. Well, the experiment fully justified itself. It seemed impossible to get enough of those lines to meet the suddenly increased demand. Many of his customers would drop in with the remark: "I didn't know that you had those goods. I have always been going down town to get them." Yet all the time they had been in the store, and the store's own customers going elsewhere for them, simply because it had never crossed their minds that they could get these goods at their own store. That just added another proof to the long line of proofs that Mr. Shields can enumerate of the selling power of display. Or take another instance. One Saturday, some time ago, he devoted a window to the

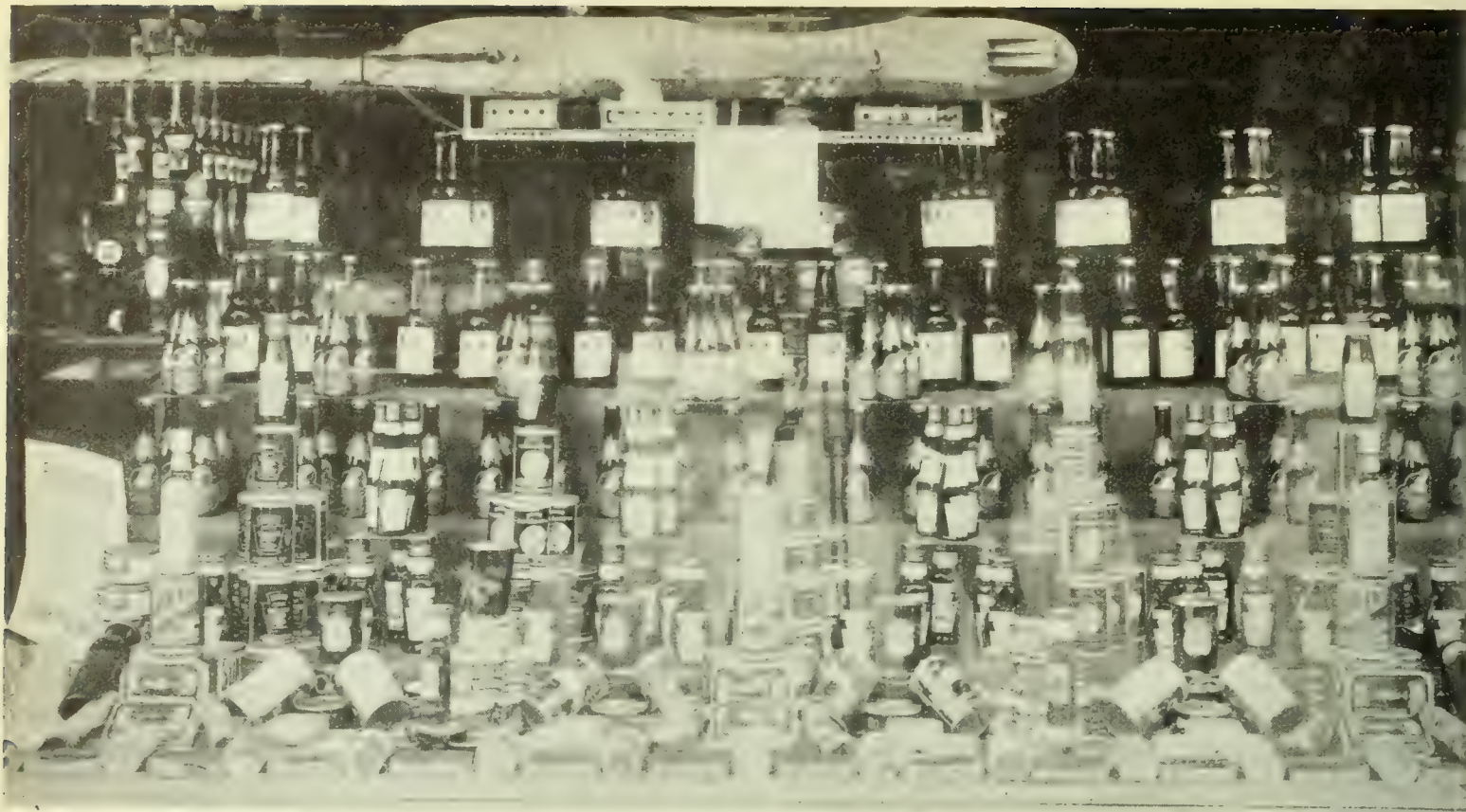
display of olives. It was quite a display, a dozen cases of olives in pint sealers in that one window. What was the result? In that one Saturday the store sold between four and five cases of those identical pint sealers. Is it likely that any store would have found that many customers anxious to buy olives if there had not been something to definitely call people's attention to that line of goods.

Making Candy a Large Item

Candy in boxes and in bulk isn't usually a line that forms a large item with the usual grocery store. Most of them carry a certain stock, but few of them carry it at any great profit to themselves. Mr. Shields was emphatically of this number till quite recently. He carried the goods and made some money out of them. But some six months or so ago, in looking around for lines to feature, it struck him that there were plenty of stores making a good profit out of



The handsome interior of the Charles B. Shields' store, 1476 Queen St. West, Toronto, showing some of the attractive display fixtures.



A window display of the Chas. B. Shields' store showing the beverage window that was so successful in actually selling goods.

handling candies and nothing else. He had no idea of going into the candy business exclusively, but he figured it out that there was no reason why they should not make him some money as well as the regular candy stores. No use going after that trade, he thought unless we go after it in the right way, and the right way, according to his theory, is to let the people know that you have these goods, and repeat that fact constantly. The result was that he has two special display cases made especially to his order, a marble base built up in pyramid shape, with glass shelves for the display of goods. In these cases there is nothing to block the view of the goods displayed anywhere. Every single item of the display is always on view no matter from what angle you may view them. They cost some money beyond question, quite a substantial sum, but from the first day they were installed they began paying dividends in a handsome fashion that left no doubt that they would shortly pay for themselves. Indeed, this candy trade has reached such proportions that Mr. Shields devotes quite a good deal of attention to it, and it is by no means the smallest item in the business.

The same might be said of the fancy lines of goods. Lines that some merchants have found hanging heavy on their hands. These are kept before the attention of the store in similar display cases, and for all that they are fairly expensive goods, they form a big item of trade, and one moreover that shows an attractive margin of profit.

The Market Value of a Window.

"My idea," says Mr. Shields, "is to feature, and keep featuring these lines that show me a margin of profit. I can't see much in window displays of heavy bulk

goods that every store, big or little, carries. I have had the manufacturers of these goods ask me to let them dress windows of their goods. Why I wouldn't let them have my windows for \$20 a day. That's how much I think of window displays as a trade bringer. Of course, there are certain times when for certain special reasons I would feature these lines in a window display, but I never leave them for long. Everyone knows the price of these goods, the margin is small and they can get them anywhere. It isn't possible to increase your sale in some of these lines to any great extent, and if you did, it would not mean a great deal of profit. I like to feature lines that every other store isn't featuring, lines that I can sell at a substantial profit, and yet not sell them any higher than other merchants who handle these lines are selling them. Another thing I have found good policy is to use two, or at the most, three lines in window display. People can remember them. To put in more means to dissipate the drawing power of the window."

The store throughout is made to display the goods to the best possible advantage. The goods are attractively arranged on shelves that are protected by glass faces that keep them always in the pink of condition. The provision department is at the rear of the store, with the refrigerator directly behind. This not only saves many steps, but keeps this particular line of goods, that does not mix well with others of the store's commodities in a department by itself, to the benefit of both kinds of goods. A pillar in the centre of the store, that might well be a disadvantage, is surrounded with narrow shelves that are used for the display of bright and attractive goods,

thus becoming an asset rather than a disadvantage.

Associating Goods With the Store

Another thing that Mr. Shields tries to do, is to associate the goods with the store. The olives referred to above, though put up by a well known firm, bore the store's own label, and were sold as the goods of the store. They weren't merely olives, but Charles T. Shield olives. In the same way he has built up a brisk business in bulk teas. Just prior to the heavy advance in tea, he purchased nearly two tons of fine grade tea. Knowing the dangers of exploiting bulk tea, he associated his own name with it. It is put up in attractive pound packages with the store's name upon them, and tied with fancy cord. Moreover, he had made a good supply of five pound tin canisters colored black with the store's name in an attractive scroll pattern. This idea alone has been responsible for a great increase in sales. More than that, he has a number of the original tea cases on display with his own name stencilled on the case. That, too, has given the business a certain prestige, it is a connecting link between the purchaser and the tea district, and suggests a real knowledge of that line which encourages confidence. One of the store's steady tea customers recently moved to Montreal, but still the orders for tea come to the store. The customer likes that tea, and whereas it is entirely probable that this same grade of tea could be purchased in many stores in Montreal, the customer does not know where to go for it, nor what to ask for. Over a ton of that tea purchased not so long ago, has already gone and still the trade keeps brisk. Mr. Shields does not make the mistake of discrediting package brands.⁷¹ Where a

customer asks for any established brand, it is there and will be sold as readily as the store's own private stock, but where merely tea is called for, then this line is suggested. Of course, Mr. Shields admits that when he has to replenish his stock, he will have to purchase in a much higher market, and will, of necessity, have to increase prices, but he has established a demand for the particular tea he features, and does not expect any difficulty in getting that higher price.

Making the Telephone Pay Dividends

The telephone is another agency of the store that is used to the full. There is a young lady clerk in charge of this department, and every morning she is supplied with a list of specials for the day, some novel lines of fruits or vegetables, or other lines that often a mere

mention is sufficient to sell. There are customers who have been dealing with the store for three and four years who have never been inside, the business is done over the phone, and while Mr. Shields admits that it's better to get a customer into the store when possible, if it isn't possible for one reason or another, a very nice business can be done over the phone, by learning to know the customers tastes, and keeping them in mind and suggesting lines that would probably find a ready response.

Keeping the name of the store before its patrons, and more than all keeping the goods before them in an attractive guise, have been proved in this instance as in many others, probably the most effective method of successful salesmanship.

Curtailed Bacon Business and its Effect

Serious Effect on Canadian Trade Through the Cutting off of a Profitable Activity—No Great Price Decline to be Expected—Packers Believe Present Situation Only Temporary and are Holding Stocks Firm.

THE curtailment of the purchasing of bacon and similar products in Canada presents a rather serious situation. As yet the situation is not clear, though the feeling is growing that the restrictions are a result of an effort to balance expenditures.

The belief prevailing among Canadian packing interests is that suasion is being brought to bear by powerful American packing interests, to demand a large share of the business to be let by the British Government in return for the extensive credits being floated on this side of the water.

The statement that has appeared in the newspapers that the restriction was due to an embargo imposed by the British Food Controller is without foundation. It is as possible as ever to ship goods to the British Isles. The embargo is entirely a matter of war office purchases. There has been no notice of any embargo against purchases, but the purchases have just ceased without any notification as to any definite reason.

An Important Business Curtailed

As Canadian firms have, during the progress of the war been building up an extensive business in these lines, going into the American market and buying the stock in direct competition with the American packers, and doing this with a good deal of success, curtailment will mean a rather serious situation. The present is a light season for this business, but despite that fact, firms doing this business have had themselves protected to a material extent. The readjustment that would be necessary, were the cessation of buying to become a permanency, would entail a good deal of loss. Efforts are being made to protect this business, which is a very tangible asset for Canada. It is to be remembered that in the sales to the war office, Canadian packers have been selling on an

open market price. They got no favors and have built up a substantial business in competition with still more powerful interests in the Republic to the south. All this stands to the credit of Canadian trade and the loss of this business would be a serious item. It is expected that such representations will be made by the Dominion Government as will change the face of the matter.

As to the general bearing of this re-

striction on the trade in general, up to the present there has been no marked change, but contrary to general expectations the change has not been toward lessened cost. The scarcity of hogs has been a feature of the market of late, with consequent high prices. This has served to keep the market from any panicky condition following the announcement of the curtailment of foreign trade. Moreover, the packers are confident that there will be no actual embargo. What is expected is the appointment of a central purchasing commission, that will do the buying of all these products. Whether this will have a lowering tendency is largely dependent on the nature of this activity. If such a commission should be located in the United States, then in the natural course of events, Canadian raw products would have to come down if there was to be a successful bid for this business. This would, of course, mean somewhat lower Canadian prices. This, however, is only a guess. At the moment no one knows just what the bearing of the situation is, and the packers are all holding firm pending a better understanding of the matter. Should an absolute embargo be imposed, there would, in all likelihood, be a marked decline, but this is not considered a possibility. In any event, this market would in such an event be protected by the discontinuance of purchases of hogs in America, which would have a very considerable effect.

It is early yet to estimate the possible effects. At a rough guess the probabilities would seem to favor slightly easier prices, but any marked decline is scarcely within the range of possibilities.

The Probable Trend of Sugar

How Setting Price on American Beet Sugar Effects the Situation—Possibilities of Price Change.

An arrangement which has been reached between Mr. Hoover and the beet sugar producers, of the United States promises to have such far reaching results, that they may be felt even in the Canadian industry. A new basic price of \$7.25 a hundred pounds is considered a very satisfactory arrangement by the beet sugar interests, as this price will show them a profit of approximately 100 per cent.

The American beet sugar crop which will come on the market on October 1, is variously estimated at 700,000 to 900,000 tons. If the satisfactory terms agreed upon prevail throughout the whole of the grinding season for this crop, it is felt that the beet sugar industry will be given a great impetus.

There is not much likelihood that there will be any pronounced diminution in the price of the remaining small stock of Cuban raws. The bulk of the 3,000,000 ton crop is already off the market, and there is sufficient demand to secure prices on the remainder of the crop.

Unquestionably, however, with this price set for beet sugar, the 1918 crop of cane sugar, which will come on the mar-

ket December 1, and which is estimated will be some 500,000 tons in excess of this year's crop, will be affected. The basic price of \$7.25 would represent a New York price of \$7.75. There is a usual difference of 20 cents a hundred in favor of cane sugar, which would make the price for cane sugar, on the same basis, \$7.95, whereas the present selling price to the trade in New York is \$8.50. As the situation stands at present, on the proposed price with an estimated production charge of \$3.50, beet sugar makers can show a handsome profit.

Against this estimated cost of producing cane sugar in Cuba will average 4 cents a pound to which must be added freight, insurance and refining charges. At the present price of raws in New York, the cost of the finished cane sugar product totals \$8.78, with the selling price \$8.40. In other words, were the refiners doing business on present purchases, they would be showing a fairly substantial loss.

This situation is going to give the beet sugar industry a great prestige. As a
(Continued on page 26.)

PROBABILITY OF A SET PRICE FOR WHEAT

Action of Mr. Hoover in Setting Price in U. S. Gives Likelihood to Expectation of Similar Action Here—No Likelihood of Set Price for Bread Until Grain Price Has Been Set

The action of the United States Food Controller in setting a price of \$2.20 per bushel on wheat is a pretty fair indication of what Canada may expect in the near future. Mr. Hanna is modeling his activities pretty generally on those in force in the United States, and it is more than likely that some action will be taken on the matter in the near future.

The action of Mr. Hoover was with the direct intention of forcing down prices. He contended that flour based on wheat at \$2.20, should retail in places as far away from the source of supply as New York for from \$11.75 to \$12.75 a barrel, this would mean a substantial reduction in the price of bread, as the average price for the past six months has been \$15.36.

There has been talk for some time past of regulation of bread prices. At present such an action would have a tendency to paralyze the milling trade, but once that the price on wheat is set, it will be possible then to regulate the price of flour with the minimum hardship to everyone. At present the Grain Commission is inquiring into the milling situation, and on the results of this inquiry it is expected the set price will be determined, for everyone seems to agree that a set price is bound to come.

Large baking companies are facing this prospect with equanimity. They have not for some time past, owing to abnormal prices, been carrying their accustomed supply of flour, so the change will not be as serious as it otherwise might have been, while the milling companies will stand to gain by the stabilizing of the market, which has been in such an uncertain state of late owing to the possibility of just such action as Mr. Hoover has imposed that buying has been at a practical standstill. The general feeling is that if such legislation has to come, why the sooner the better.



GUELPH MERCHANTS ENTERTAINED AT HAMILTON.

Were Guests of Wholesalers and Manufacturers of That City.—A Delightful Day Spent.

The Guelph retail grocers have been holding their weekly half holidays during July and August, on Thursday afternoons, their last holiday of the season occurring August 30th. In reply to an invitation extended from some of the Hamilton firms, viz.: Tuckett & Co., Dominion Canners, Wagstaffe, Limited, Young & Winfield, McLaren's Limited, Balfour, Smye & Co., Macpherson, Glassco & Co., and W. H. Gillard & Co., the Guelph retail merchants visited Hamilton Thursday, Aug. 30, and were entertained by the above firms. They ex-

pressed themselves as having had a most enjoyable outing.

They arrived by motor about two o'clock, and were received by their Hamilton hosts at the Royal Connaught. They afterwards proceeded to the Tuckett factory and went through the entire plant, which was very interesting. They saw cigarette machines making cigarettes at the rate of 21,000 per hour.

They then visited the Wagstaffe factory and were greatly pleased with the splendid cold storage plant recently installed by that firm. They were subjected to various kinds of temperatures, down as low as thirteen degrees above zero.

They then visited the new hospital wing on the mountain, and Dominion Park, afterwards returning to the Royal Connaught, where fifty sat down to dinner. Shortly after eight o'clock they were entertained by the "Military Maids" at the Savoy Theatre, leaving for home about 11.30.

At the dinner in the evening, several very apt little speeches were made, the Guelph visitors expressing themselves as having had the most pleasant after-

noon they had ever experienced. In reply the Hamilton hosts said that Guelph was always recognized as being a city where the very best of retail merchants were to be found, and, as it was so aptly put by one of the speakers, instead of being in the company of retail merchants, one would think that at the banquet they were dining with a company of professors.

Altogether it was a day of pleasure, as much for the hosts as for the visitors. Among the visitors from Guelph were the following merchants:

H. H. Todd, W. G. Hood, A. J. Groom, C. C. Borden, A. A. Simpson, W. A. Knowles, R. Thomson, P. C. Hadden, Hon. C. T. Hicks, H. E. Jackson, H. K. Walker, J. Howard Simpson, W. C. Benson, Jas. Lawrie, Jas. Gow, G. V. Foltz, R. Hood, N. S. Northmore, W. A. Coulting, D. C. Sinclair, A. A. Frank, E. J. Drake, Geo. Williams, R. Goldie, L. Taylor, W. H. Morris, Geo. W. Walker, Geo. Deans, R. J. McCrea, Irwin Husson, M. B. Dulmage, R. C. Hadden, F. H. Barber, S. E. Wiggins, R. Moore, J. Shields, J. A. Grundle.

Retailers' Cost Accounting Important

Adequate Bookkeeping as Necessary to Retail Merchant as to Manufacturer—Accurate System Aids Credit.

THAT cost accounting is a branch of bookkeeping only related to the business of the manufacturer, is an erroneous idea which is held by some retail merchants. The impression has been circulated that the purpose of cost accounting is merely to show the manufacturer the cost of manufacturing certain articles, but it is equally important that the retail merchant knows his own individual cost of doing business and is therefore as important for him as for the manufacturer. A cost accounting system is a means for the retailer knowing whether his business policy is sound, and whether he is receiving the maximum results from the extent of his turnover in the form of highest profits and lowest operating expenses.

That many retail merchants do not know accurately the cost of conducting their businesses and for that reason are unable to price their goods intelligently, is the subject of a pamphlet recently published by the Federal Trade Commission of the United States which has displayed a keen anxiety to see retail merchants adopt efficient accounting methods. The pamphlet states that "there must be a decided improvement in this direction before competition can be placed upon a sound basis, and before we can expect a decrease in the heavy business death rate among retail merchants."

Then from the standpoint of securing loans, the banks, on which many merchants depend in regard to the matter of

granting credit, are not likely to arrange loans and discounting facilities for merchants who are known to keep a poor system of accounts. The banker is compelled by law to conduct his business on a basis of the highest efficiency and safety, and in return he expects that the business man who depends upon him for credit, shall conduct his business accordingly.

It has long been recognized that business success depends to a great extent upon the men at the head of the organization having a detailed knowledge of the exact facts that influence the operation of the business, and if a merchant can show a detailed report of the condition of his business he is more apt to receive consideration than a dealer who is unable to do so, owing to a poor accounting system. Statements are periodically furnished to bankers by manufacturing companies and it is probable that such a policy would be of benefit to the merchant.

Overhead expenses constitute one of the main items affecting the pricing of goods and this is one item on which estimates are of no value and accurate figures are required. If articles are not priced high enough to cover operating expenses, the business is being run at a loss, and there have been too many merchants put out of business as the result of poor financial policy which has its root in the practice of estimating expenses without any attempt at accurate verification.

In Russia Through the Revolution

By JAS. A. HOSSACK,

Sales Manager, Lufkin Rule Co. of Canada, Ltd., Windsor, Ont.

EDITOR'S NOTE.—This is the third and last instalment of the article "In Russia Through the Revolution," by Jas. A. Hossack, Sales Manager Lufkin Rule Co. of Canada, Ltd., Windsor, Ont. The series of articles has opened the eyes of many Canadian business men to the great possibilities for business existent in Russia. The articles have been widely commented upon by business men in all parts of Canada.

GETTING out of Russia is a harder task than getting in. Although authority is about non-existent in every internal matter, it is very much in evidence when a traveler takes it into his head that he wants to start for home. He can make up his mind to a long and arduous tilt with the authorities. Getting out of Russia is very much like an obstacle race.

Of course, this is necessary. When a country has suffered as much as Russia from the work of spies, it behooves the Government to exercise the maximum of caution. I question very much if a spy could get out of the country as things are to-day.

In the first place it took me ten days to get my passport vised, approved, signed, countersigned and finally and definitely passed upon. It had to be scrutinized, studied, signed and rubber-stamped by many officials in many different quarters. I was passed from one to another, put off continually till "to-morrow," and cross-examined. Finally, everything was

positively and officially complete and I was ready to leave Russia.

All that remained was to get my railway ticket. This may sound simple enough, but I knew full well that I was "up against" perhaps the hardest part of all. The railroads in Russia are in a condition of almost unbelievable congestion. In the first place there were at this time, about two million foot-loose soldiers in the country. Some were coming back from the trenches, some were returning to the colors, others were just moving around. These soldiers simply took possession of the trains. The platforms might be crowded with passengers who had secured tickets after endless trouble and at very great expense; but at the last moment a mob of soldiers would come down and crowd into the train. The civilians would have to wait for the next train. As far as I could make out, the soldiers did not pay fares.

I had intended to visit Moscow and other prominent interior cities, but I had finally abandoned the idea for obvious

reasons. It was probable that I would never have been able to get to Moscow. It is certain that once there, I would not have been able to get back.

Two Days in Line

It was supposed to be comparatively easy to get out of Russia by way of the Baltic line through Finland to the border of Sweden. There was not as much military movement in that direction. I found, however, a line at the ticket office so long that it stretched practically out of sight.

There was only one thing to do, and that was to pay somebody to stand in line for me. I located an honest looking fellow for the task and offered him a small fortune to do this. He stood in line exactly two days and nights before reaching the wicket. Probably he hired friends in turn to "spell" him at this weary work. Needless to state when my man was getting near to the wicket, I kept close at hand and watched him. There were always plenty of people ready to pay any sum for a ticket, and my man might not prove impervious to temptation. When he came back from the wicket, ticket in hand, I was right there to get it. I had to pay him 250 roubles for that little job—about eighty dollars in real money.



Checking up Passes to the Duma Grounds—The utmost care was taken to pass only the proper persons to the Duma Grounds during the first days of the revolution. The photograph shows soldiers checking the permit of a Polish member of the Duma, Ledinsky. Twelve hundred private cars were confiscated during the first days of the revolution, and only thirteen were not returned to their owners. Here are servant girls, boys, students, soldiers and workmen all interested in what is going on.

The Lynx-Eyed Law

The trip up along the Baltic coast was punctuated with regular visits from the military authorities. Every stop pretty nearly meant the appearance of an officer and a demand for passports. On each occasion we were asked every imaginable question and our answers were carefully marked down. I discovered that everything I had said on all my previous visits to the authorities had been systematically relayed on. The officer who came on to check us up at Torneo knew everything that had been said at Petrograd and at every point along the line. Woe-betide anyone who gave information that differed in any respect from what he had previously given. Back they would go to Petrograd to start it all over again.

Half Were Sent Back

Torneo was the last point on the Russian line. Sitting in the train we could look across a beautiful bay to the Swedish side and say to ourselves: "Once over there our troubles are over." I was not nervous at all for myself for my papers were straight and my conscience clear. I was anxious only to escape the insistent attentions of the Russian authorities: But some of my fellow passengers had real reason for anxiety. I could tell this by their furtiveness and the nervousness they showed when officials approached. They stared across that neck of bay with such longing in their eyes that you could not help feeling sorry for them.

Most of them had good reason for the nervous apprehension they so clearly showed. When the authorities came through the car, they ordered at least half of the passengers off. Apparently they were not going to be allowed to leave Russia.

Getting Into Sweden

Getting into Sweden is not an easy matter either. I was very closely questioned and subjected to a search that was thorough and minute. Finally I was passed and allowed on the train for Stockholm.

The railway service in Sweden is, I would say, one hundred per cent. perfect. The cars are big and easy running and comfortable. They are clean and attractive. There are women polishing and dusting all the time, and no dust or smoke gets in. The sleeping compartments are comfortable and commodious. You have your own running water and bath. Anything you want seemingly is forthcoming.

I found afterwards that the perfection of this railroad was typical of everything in Sweden or for that matter, in all the Scandinavian countries. They have a very high order of civilization in those countries, much higher in many respects than our own. The Scandinavian people have all the thoroughness of the German without his other qualities which militate against his efficiency. They are not arrogant or bumptious to excel as the German is. Consequently they have brought all their national arrangements and their public services to a high degree of perfection. There is

much that we can learn from Scandinavia.

The Hunger Pinch

Sweden is feeling the pinch of hunger a little as the result of the war. They issue bread tickets and each individual is allowed a certain amount each day. One of the coupons is taken from you after each meal. If you have no coupons, you get no bread. The system is followed with typical Swedish thoroughness. I was able to get a little ahead of the system, as I still had part of a loaf left that the wife of our Russian agent had made for me. I treasured that loaf until the last crumb of it was gone. As a result of this private store, I did not use all my bread checks and so was able to bring some of them back with me.

It is rather astonishing to see how complete the communications still are between Sweden and Germany. Steamers leave Stockholm every day. Germans come and go between the two countries freely. Swedish firms cable to Germany for goods and get them back by the next boat. Business relations between the two countries are close and uninterrupted in any way. This may be surprising to those who have believed the Central powers to be blockaded on all sides.

The Vigilance of the British

I sailed on a steamer that skirted the coast of Norway and plunged into the north Atlantic to keep clear of the mine fields and the U-boats. Before we sailed we were given the closest of scrutiny by the British officials. They are, if anything more thorough and exacting than the Russians, but even at that, a host of questionable characters get through to the United States from Germany. How they get their passports is a mystery for every paper has to be examined and vided by the British agents who are thorough, able and incorruptible.

In the meantime great anxiety had been felt at the headquarters of my company. They had not heard from me for months, and were beginning to fear that I had been swallowed up in seething, warring Russia. As a matter of fact, I had been cabling information regularly. From Stockholm I cabled some important information with reference to a contract and was very much nonplussed at the complete silence of head office. As a matter of fact, none of my cables ever reached them. How they were held up or why is a mystery on which we have been able to secure no light.

Not having heard from me, the president of our company made inquiries in New York. As a last resort, he visited all the shipping offices and finally located me. He was informed that I had sailed on a certain ship.

"It's rather a coincidence," said the clerk, "but that very ship is docking this minute just over there at the next dock. If you step over you'll find your man."

PROBABLE TREND OF SUGAR

(Continued from page 23.)

result of it, Cuban prices will have to come down. Refiners of cane must ultimately get into line with the beet sugar

prices. This cannot possibly be done with prices at their present figure. It becomes, therefore, a matter of Cuban growers protecting their best market, and the only protection that seems possible is a reduction in the price of Cuban raws.



THIS YEAR'S SALMON PACK A DISAPPOINTMENT

Year of the Big Run Shows Great Falling Off—Probability of Further Declines Unless Drastic Measures Are Taken.

The failure of the salmon pack this year is causing the canners some very serious moments when they begin making their plans for the future. While all of the canners are not outspoken in their opinions of the future, some of the better posted men are quite outspoken when they say that the packs of former years cannot possibly be repeated in the four year cycle unless something is done to stop fishing for a term of years in the Fraser and adjacent waters.

Discussing the industry on Puget Sound, E. B. Deming, one of the largest packers of salmon on the coast said: "Without doubt the big run was a failure this year and fishing as has been in the past will not be had again. The cannerymen's only hope for the future is to suspend fishing on the Sound for at least four years. That will allow for the reproduction of sockeyes and bring the heaviest run on what has always been a light year.

"In place of a daily catch exceeding 100,000 humpbacks or "pinks" the traps are yielding little more than 20,000 at this time. Even under conditions most favorable for propagation, no hope can be entertained that the fish runs of the future will approximate those of the past."

Evidence was given recently before the Royal Fisheries Commission to the effect that among the coast canneries, having a total capacity of 8,592,000 cases, the actual pack would probably amount to 995,065 cases, each case weighing 48 pounds of salmon.



PROHIBIT MILK AFTER 9 A.M.

The consumption of milk or cream, pure or mixed, with tea, coffee, chocolate or any other preparation, is forbidden after Oct. 1, in Paris, France, after the hour of 9 o'clock in the morning in all cafes, restaurants, tea-rooms, and lunch-houses throughout France, by an order issued by the Minister of Provisions. Railroad lunch-rooms are excepted from the ruling.



NEWFOUNDLAND FOOD CONTROL BOARD

A Food Control Board for Newfoundland was recently appointed to co-operate with the United States and Canadian Food Controllers. Hon. P. T. McGrath, president of the Legislative Council is chairman of the board and with him are Henry Le Messurier, Deputy Minister of Customs and George Grimes, member of the Assembly.

Poultry as a Money Saver

Contrary to the General Opinion, Fowl is Not a Luxury—
Contains High Food Value so Ranks Among the Cheapest
of Foods—Some Interesting Information.

IN these days of close calculation of cost, when every housewife is anxious to cut down living expenses, it is not surprising that discussions arise as to the best methods of economizing. With the cost of living advancing as at the present it is a fact that the cost of the plain necessities of life has made such rapid strides that providing for the wants of the family has become a serious problem.

It is with this problem in mind that the following facts and figures are given in the hope that they may be of some help to those who need it most, and prove to the housewife that poultry should be made one of the staple articles of food.

Among the animal products suitable for human foods few are more widely known than poultry; yet from reports given by a large number of provision dealers and butchers in cities, the amount of poultry sold only represents from 1 to 15 per cent. of their sales. Many dealers report that their trade consider poultry a luxury, and feel they cannot afford to buy it. A comparison of prices at this time shows that poultry is as low in price as pork and beef products, which have been in the past considered the poor man's meat. A glance at the following figures should convince the most sceptical that poultry contains nutritive value equal to any other meat foods.

Since poultry is such a general and important branch of agriculture, it is not surprising that a great deal of experimenting has been done and many publications issued regarding the best method of production and marketing. Little has been written, however, from the point of view of the consumer, and many could select their requirements to better advantage if they had more definite knowledge of the varieties, the way in which they were bred and marketed, their relative

ECONOMY FOOD TALKS NO. 6
Poultry prices now prove the old motto: "The best is cheapest."

What is better after an auto ride
Sunday morning than a fine

SPRING CHICKEN

for dinner, either at home, at your favorite resort, or from a basket under the tree? It's the cheapest fine meat you can buy, or the caterer can serve. Ask your butcher about it.

Chicago Wholesale Dressed Poultry Dealers



PICNIC FRY
Have the chicken cut in small pieces for serving. Roll in fine bread crumbs seasoned with pepper and salt. Fry in hot butter or lard, turning frequently to avoid burning. Serve cold with potato salad.

An effective advertisement for increasing sale of poultry.

value as food, and the way in which they may be economically used in the ordinary diet.

The nutritive value of any food material as purchased depends on the proportion of digestible material which it supplies.

The difference in composition between the different kinds of poultry are not very marked. In general, the younger birds contain larger percentages of refuse and water than the older birds and have a correspondingly low proportion of actual nutrients; thus fowl 1 to 3 years old would have more nutritive value than young chickens. Individual birds of any kind or age may vary in their percentage of water or fat included in their flesh; and this fact, of course, affects their food value as well as their tender-

ness and flavor. In spite of all these differences, the above figures may be taken as representing the general composition of dressed poultry.

The Best Variety of Birds

Now with regard to production. Poultry producers vary as much in their ideas as to breeds as do other producers of food meats, but a majority favor the Leghorn variety which is already known as great egg producers, but they do not stand very high as table birds on account of their small size. They are, however, as high in nutritive value as the larger varieties, and the lower price they can be sold at, should appeal to the consumer who is endeavoring to economize. Large fowl are selling at retail from 25c to 28c per pound. Small fowl 2½ to 3 pounds each could be sold at 2c to 3c per pound less, but dealers claim that they have no call for these small fowl.

Why not eat more poultry? It is the cheapest food on the market to-day when compared to other foods and the best product? The proof of this is seen in the large quantity consumed by the best hotels and restaurants who know by experience the value of poultry. Furthermore, poultry furnishes a very acceptable change of diet and is always a most appetizing food.

It might be well to point out that at this season of the year live poultry is very dear, as a large portion of it is sold alive to the Jewish people, hence at this season of the year fancy cold storage poultry which is quite equal in food value to fresh killed poultry is a cheap article of food.

F. G. Crawford has purchased general store business of G. B. Johnston at Mel-
fort, Sask.

Comparative Food Value Table—Note High Place of Poultry

Kind of Food—	Refuse %	Water %	Protein %	Fat %	Carbo- Hydrates %	Ash %	Value Calories
Chickens, young, as purchased....	18.8	55.5	17.8	7.2	0.9	.615
Broilers, as purchased	29.1	52.1	15.5	3.38	.415
Capon, as purchased	17.5	46.8	17.7	17.5	1.0	1.035
Turkey, as purchased	14.3	49.2	19.0	16.2	1.0	1.005
Ducks, as purchased	15.9	51.4	15.4	16.0	1.1	.930
Other Kinds of Food for Comparison—							
Beef, sirloin steak, as purchased.	12.8	54.0	16.5	16.19	.995
Beef, brisket, as purchased	23.3	41.6	12.0	22.36	1.130
Lamb chops, as purchased	14.8	45.3	16.0	24.18	1.275
Mutton leg, as purchased	18.4	51.2	15.1	14.78	.875
Pork chops, as purchased	19.7	41.8	13.4	24.28	1.230
Pork, salt fat, as purchased	11.2	17.6	7.4	59.6	5.1	2.565
Halibut, fresh steaks, as purch'd.	17.7	61.9	15.3	4.49	.460
Mackerel, salt, as purchased	19.7	34.8	13.9	21.2	10.4	1.115
Oysters, solid, as purchased	88.3	6.0	1.3	3.3	1.1	.220
Eggs, as purchased	11.2	65.5	11.9	9.39	.595
Milk, as purchased	87.0	3.3	4.0	5.0	.7	.315
Butter, as purchased	11.0	1.0	85.0	3.0	3.490
Cheese, as purchased	34.2	25.9	33.7	2.4	3.8	1.890
Wheat flour, as purchased	12.0	11.4	1.0	75.1	.5	1.610
Wheat, bread, white, as purchased	35.6	9.3	1.2	52.7	1.2	1.175
Beans, dried, as purchased	12.6	22.5	1.8	59.6	3.5	1.565
Potatoes, as purchased	20.0	62.6	1.8	.1	14.7	.8	.305
Apples, as purchased	25.0	63.3	.3	.3	10.8	.3	.215

Canada's Food Controller Says:
BEEF AND BACON

Must be sent to the allied armies. Help to increase the supply
by eating more

POULTRY

NUTRITIOUS, APPETIZING, SATISFYING.

Broiled Chicken—French Fried Potatoes.
Fried Chicken—Green Corn Fritters,
(Just the Season.)
Roast Chicken—Bread Stuffing,
Brown Gravy.
Boiled Fowl—Parsley or Celery Sauce.
Roast Young Turkey—Chestnut Dressing and
Cranberry Sauce, Always Acceptable.
"Green Duckling"—Sage Dressing,
Apple Sauce. Delicious with warm more.
Ducks—Currant Jelly and Saratoga Potatoes,
Green Corn.
Geese—With Bread and Potato Stuffing,
Gooseberry Sauce.
Pigeons—Braised à la Jardinière, Spring Vegetables.
Squabs—Broiled or en Casserole, Julienne Potatoes,
Watercress.

Modern facilities provide an all-year complete
assortment of **DRESSED POULTRY**.

BUY POULTRY

and help save

BEEF and BACON

An advertising sign prepared by a large poultry house. An effective aid to sales.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

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EDITORIAL BRIEFS

THE Canadian Food Controller's office has issued a little pamphlet entitled War Meals. In it there is a long list of suggestions for meals, that will conserve some of the more important food products and yet at the same time provide the kind and quality of nourishment that the body requires. Probably we would all be the better for taking some of the hints therein given. Better physically and better financially, two items worth considering.

* * *

NATION-WIDE co-operation in the United States in the matter of saving space in railway freight cars has resulted, in the month of July alone, in the saving of 120,000 cars to be devoted to other uses. In Canada where the scarcity of rolling stock became, during the past winter, a positive menace, the same ideas might well be inculcated. Space costs money as well as anything else, and it is as necessary to save in space as it is in food.

* * *

PRESIDENT WILSON has set a basic price of \$2.20 on wheat. This ought to satisfy the farmer, and yet make it a little easier for the unfortunate consumer. On this basis Food Controller Hoover states that the New York price of Flour will be \$11.75 to \$12.75 a barrel as against an average price of

\$15.36 for the past six months. To further relieve the situation the controller is going to start a campaign against rolls and fancy bread.

* * *

THE Barbers' Association recently meeting in St. Louis, were greatly troubled by President Wilson's prohibition of the use of grain for the manufacture of alcohol. They feared that this prohibition would prevent the manufacture of many of the hair tonics and lotions. Up to this time we have not known all that we owed to President Wilson. Now, when you have refused a singe, a shampoo and a face massage, it is possible that you will be permitted to go, for thanks to President Wilson, there will be no more to offer.

THE APPLE OUTLOOK

TAKEN on the whole, Canada's Apple Crop is far from promising, so that the British Embargo against exports of Apples, while it may work some hardship to a few, should be of actual advantage to Canada as a whole. There is not a sufficient supply of apples in Canada to cause a glut, if the distribution is properly regulated.

In the United States the crop is estimated as below that of last year. 66,000,000 barrels is given as the probable crop. This is differently distributed from last year. The great export States of New York and Virginia report a very light crop so that the embargo against the United States will not be as serious an item as otherwise it might have been. In the Western Coastal States the crop is reported good. It is from these sections that a good deal of the boxed apples used on Eastern Canadian markets come. The general prospects would seem to indicate that there ought to be apples for all at a reasonable figure, and at a fair profit to the grower.

UNSETTLED CONDITIONS A WARNING WORD

BRADSTREET'S weekly trade report for the week ending August 25, is fairly encouraging. In Canada it speaks of factories working at full time, of crop estimates being revised on an upward scale, of collections improving, of bank clearings for sixteen cities aggregating a gain of 1.6 per cent. over the previous week and 16.1 per cent. over the same week last year. Business failures were 18 as compared with 13 the previous week, but showed a marked improvement over the 37 of the corresponding period of last year.

Business all over the United States also was reported to be in a satisfactory condition, yet they report the state of the trade "unsettled." Business is good but it is unsettled, it is abnormal. Demands have grown up that were not known before, many of these represent only a temporary demand, and much

of the apparent prosperity is based on war orders and on war time wages.

Well this is all very good and satisfactory, and the merchant who did not make the best of it, take his profit and boom his business as much as he could would be unwise and too timorous for the ordinary conflicts of life but at the same time it should never be forgotten that business is unsettled, that conditions are not normal, and that abnormal conditions in the nature of things can never last. In the end, sooner or later there must come a change. Therefore that merchant is wise who in these unsettled times has put his business on a firm footing, and is himself ready at any moment of any day to meet a change of conditions, whatever that change may be.

A TACIT EMBARGO AND ITS RESULTS

THE embargo against purchase of bacon and pork products in Canada, if present indications speak truly is fraught with the possibilities of serious loss to this country.

There are those who believe that the present attitude of the War Office Purchasing Commission is merely a policy of temporary retrenchment such as has become operative in the matter of shell orders. The packing interests however do not look at it in this light. To them it appears as a trade competition, it is the American packing firms against the Canadian. During the early years of the war Canada went ahead in leaps and bounds in this matter of pork product exports. She had the preference because she was in the war, and because her goods were not likely to find their way to some of the so-called Neutral nations. This could not always be said of American shipments. Now the United States is in the war, and one difficulty is removed moreover the United States has become the banker nation of the world, but she does not do her banking business even with her friends for nothing. In saying this we are not referring to the substantial interest charges, but rather to a form of suasion being used to draw trade her way. If the government lends to the allies large sums of money, they urge that when it comes to the spending of this money the United States should share largely in that business. This at least is the way that the situation looks to the Canadian firms most interested, and it must be admitted that all information obtained from the other side apparently bears out this view. Well this may or may not be legitimate business competition, the competition of the big stick. In any event it will work to the disadvantage of Canada. We may not have any profound feeling of sorrow for the packers, but it is not only they but Canada that suffers. A great business built up in munitions will fade in a year leaving nothing to show for it. It is not really our business, but a business that fell into our hands owing to the urgency of circumstances. But the trade in bacon

and lard and other similar products, actually affects us, for behind all we are an agricultural people, and these are of the products of our own lands. Should this restriction of trade be as far reaching as is now suggested it is no light blow to Canada.

THE OPPORTUNITY FOR THE MANUFACTURER—AND THE DUTY!

THE story written by James A. Hossack on his trip through Russia, is one that every Canadian business man should read. It presents a volume of interesting material and *it drives home very forcibly a very important truth.*

It is a recognized fact that after the war Russia will present a wonderful field for manufacturers in Allied countries. Before the war, Russia was being systematically engulfed, in a commercial sense, by Germany. While British, American, French and Canadian goods were to be found on the Russian market the total was so small when compared with the volume of German goods absorbed as to be almost negligible. Russians are now awake to this fact. The bitterness toward an enemy that every war engenders will be sufficient after the war to throw the huge volume of Russian trade to allied sources *provided that the Allies are prepared to meet the demand adequately.*

The information imparted by Mr. Hossack should be very carefully considered in this connection. He shows that at present Russia is in the grip of a most alarming shortage. Depending almost entirely on the outside world for her manufactured goods, Russia has felt the effects of war's blockade in an ever increasing shortage. By the time that the war is over the Russian market will be absolutely bared. *If the Allies are not then prepared to supply all needed goods at once in adequate supply Germany will regain her ascendancy in Russia.*

Lying with her frontier adjoining Russia, Germany will be able to flood mercantile goods across the line as soon as peace is declared. The merchants of the new republic undoubtedly prefer to buy goods from Allied countries but if only German goods offer they will buy German goods. They might decide to do this only as a temporary measure; but they would easily slip back into the old relationship if it proved to be the line of least resistance.

And so the duty of the Canadian manufacturer is clear. He must prepare now to get his goods on the Russian market. It will not be sufficient to start when the war ends. The start must be made now. The Russian market has peculiarities of its own and must be cultivated along certain lines. Certain conditions must be understood and complied with. The manufacturer who counts on having his goods in there when the post-war demand starts must build up his connection now.

This is the trade opportunity of the century.

Value of the Trade Press

Cause of Trade Papers Championed by Expert Before Retail Merchants' Convention in U.S.—Entitled to First Consideration by Business Houses—Mighty Influence in Any Community.

THE importance of the trade press in regard to modern retail trade was poignantly outlined by Leon M. Hattenbach, before a recent convention of the National Association of Retail Merchants in the United States. Mr. Hattenbach has made a study of what retail trade owes to the trade press, and states his ideas in no uncertain manner, as will be seen by the reading of the following extracts from his address:

"Very early in history we find it was deemed advisable, expedient, economical to use money to represent value. It was found to be impossible to exchange food for clothing or amusement for education, and, therefore, a scheme was evolved by which any one of these commodities could be bought for something representing the other commodities, and that something was called "money."

"So we find that the modern method of distribution is really very old, but that contrary to the usual result of age in most things, age when applied to distributive methods has rejuvenated, strengthened and fortified distributive plans. In other words, the experience of many centuries in connection with the question of distribution of commodities has finally evolved a plan which seems to be ideal for the purpose of bringing together buyer and seller.

"The trade press is of such great importance to you and to every man connected with the distribution of commodities from producer to consumer that I honestly believe that the trade paper is entitled to first and foremost consideration in every business house in this land. The trade press is the educator, the guide, the friend in need, the bulletin, the advisor, the inspiration. There is not a business man in this country who is faithful to the trade press who cannot, if he honestly desires to do so, testify conclusively that the trade paper has brought him more benefits, comparatively speaking, than any investment he has in his business.

"Generally the trade paper manager and editor is a philanthropist. Very few of the trade papers are financially successful, yet they continue year after year, struggling along, working day and night to gather for you information, advice and experience from the four quarters of the globe. There is not a trade paper published, no matter how poor it may be, that is not worth one hundred times as much as its subscription price; and the real meritorious papers, the ones which stand at the head of all trade journalism, are worth so much to you that their value cannot be estimated.

"Our best merchants throughout the country subscribe to trade papers. There are retailers in the United States who take as many as ten trade papers, and invariably such men are successful business men, and never failures.

"The trade press is your great cham-

pion in this crisis. The trade press is fighting your battles for you. The trade papers are spreading enlightenment and information. The trade papers are telling you and your fellow-merchants just exactly what is being done by these quantity buying powers which are usurping your rights. The trade papers are supporting and becoming your sponsor for legislative reforms to protect you against this encroachment. Every reform which has been advocated by your national and local association during the past few years, has originated and has been championed, and has been fought for by the trade press, and without the trade press you would have been years behind in your progressive battles to maintain your rights.

"Every good trade paper wields a mighty influence in its community, and it is this co-operative community influence which has brought you the great results which you have enjoyed. I care not how strong any one of you may have been, you would be as the proverbial drop of water in the ocean when it comes to wielding influence, such as has been wielded through the great co-operative, progressive work of your trade papers.

"It is certainly a duty that you owe to yourself, to your fellow-merchants, to your organizations, to your citizenship, to support those who are supporting you, to stand back of those who are fighting for you. You cannot do this alone by subscribing to the trade paper, not by securing a number of subscriptions for a trade paper. There is no trade paper in existence which can live because of a large subscription list alone. Trade papers must have advertising, and advertising for trade papers can come only from manufacturers and jobbers. Therefore, it is incumbent upon you to furnish the ammunition, and wholesalers can be convinced that it is to their direct benefit to patronize the trade papers, to advertise in them, and thus to give them sustenance.

"A great many of our leading manufacturers and wholesalers are fully cognizant of this fact. A great many of our leading manufacturers and wholesalers are true blue, and are loyal to the trade press, which means that they are loyal to you for whom the trade press stands. Without exception such manufacturers and jobbers are successful. The broad-minded managements of these manufacturing institutions, wise in their day, loyal in their hearts, unsolicited patronize the trade papers, and thus make it possible for you to have at your command the great power which is represented by the trade papers. But there are manufacturers and jobbers who are narrow in their viewpoint, who cannot see that they must appeal directly to you for success in their business. Such manufacturers believe that they have only

to force you to handle their goods by creating a great consumer demand, and almost invariably in such cases when you are coerced into rendering this service you are underpaid. If you will analyze the situation closely, you will find that the average manufacturer who does not use trade papers, who does not care for the retail trade, who says, as some of them have said very emphatically, 'To the devil with the retailer!' are users of large space in magazines and other consumer mediums, spending hundreds of thousands of dollars in this way, but spending not one penny with the trade press, that such manufacturers allow you the very smallest possible margin of profit, protect you never in your margin of profit and treat you simply as a servitor, forced to work for an indecent wage.

"Gentleman, stand up for what is your right! Don't be coerced and treated as though you were not entitled to decent recognition. Manifest your manhood, stand for what is rightfully yours, condemn to everlasting shame those who thus traduce your business. Such men as you sitting in this audience, the leaders of merchandising in this country, know that what I have said is true. You are the broad gauge, intelligent, progressive representatives of the merchandising class. It is to you that is due what success has been attained in a financial way by the trade press. Not forgetting, of course, that there are many loyal manufacturers and jobbers who, from the very start, have co-operated in every way in this direction.

"The trade press is your greatest friend, and your greatest champion, and is bringing you all the benefits which are now coming to you as the result of co-operation.

"There are such manufacturers; you know them, you have only to examine the columns of the trade press to separate the sheep from the goats. There are, of course, many manufacturers who have not yet been approached, but they will all be approached ere long. Every manufacturer and jobber in the country will be given the opportunity of doing his share in the progressive work which is being planned for you, and the necessity for which is the reason why these conventions are being held.

"The trade press is growing mightier every day. It is improving in every way. There are, of course, some trade papers hardly worthy of the name, perhaps; still I contend that there is not a single sheet published as a trade paper or bulletin anywhere which is not worth ten times the consideration that is usually given it. Give the trade paper editors and managers the ammunition they need, and they will give you meritorious papers. It must be remembered that it requires a man of particular ability, experience and intuitive knowledge to properly manage and edit a trade paper, or a merchants' paper of any kind. These men are not always easy to find, and the poor pay that it is usually possible to allow them is no incentive to men of that stamp, because their ability is recognized in other lines, where they are in demand.

THE CLERKS' DEPARTMENT

WANAMAKER, WHO HAS MADE RETAIL BUSINESS HISTORY

How the Christmas Disappointment of a Small Boy Directed an Organizing Genius to the Service of the Public.

ON a Christmas eve, a country lad entered a Philadelphia jewellery store to buy a gift for his mother with a few hardly earned dollars. "I'll take that," he said, pointing to a little trinket and handing over his money. At that moment he saw something better and said he would take it instead. "It's too late; you've bought this and must keep it," snapped the jeweller. As the indignant youth walked out of the store, resentful and sorrowful, he resolved to start some day a store of his own where customers would not be so treated. The country lad was John Wanamaker. When he opened a new store half a century later, the president of the United States deemed it fitting to play a leading part in the ceremonies. But Wanamaker has been more than a successful business man; he has, as he himself says, been an experimenter to find something greater and higher than mere money making. Not long ago he dedicated two acres of his Philadelphia store space solely to educational purposes with the idea of combining business and education. Here is something of the career of the lad who founded a great resolve on a Christmas eve disappointment, as told by B. C. Forbes in *Leslies*:—

He began his business career in 1852 as an errand boy in a Philadelphia book store when he was fourteen, after a somewhat scanty education. "I have picked up my education as I have gone along, as railway engines take up water from track tanks," he has since said. He next entered a lawyer's office as copyist and office boy, but his parents—of Dutch and Huguenot stock—moved with their seven children to their grandfather's abode in Indiana. Before he was eighteen, however, he returned to Philadelphia and entered a clothing store. All this time he had been improving his education diligently, had acquired some faculty for writing, had imbibed a love for music and had taken kindly to the teachings of his mother. While still a mere youth, he established and edited "Everybody's Journal" and also became the first paid secretary of the Y.M.C.A. of Philadelphia.

He had not forgotten, however, the treatment he received in that jewelry store, nor had he given up his determination to open a store of his own where customers would receive consideration. On April 8, 1861, before he was twenty-three years of age, he formed a partnership with Nathan Brown and opened the men's clothing house of Wanamaker & Brown, in Oak Hall, a building which

was looked upon as a freak because of its extraordinary height of six stories, built upon the site of the home once occupied by George Washington when President.

The first day's drawings amounted to \$24.67. The \$24 was that night invested in advertising and the 67 cents left in the till to make change next day.

Four days later the first shot on Fort Sumter was fired. Neighbors shook their heads and predicted that nothing but early disaster could befall the beardless boys for their audacity in starting business at such a time. But the neighbors could not know the amount of ambition and grit and enterprise behind the new store. It was not uncommon for the partners to work all night.

"Had we inherited a business or been able to command the assistance of rich friends," says Mr. Wanamaker, "we might have had easier times, but never could have had the schooling that cut the backlog of this business."

Business in the Old Days.

"In those days it was the custom to start work at six-thirty in the morning and keep on until seven or half-past at night, except Saturdays, when stores closed at ten or ten-thirty at night. There was no selling price for goods—there was an asking price, and the most persistent haggler bought the goods far below the unwary. Seldom was cash paid for wages to the employes making clothing. The general rule was fortnightly settlements in grocery, coal and other orders, on which the manufacturer had a percentage."

The courtesy which customers received, the fairness of the prices charged, the care given to insuring a right fit and the vigor injected into the firm's advertising soon began to tell. These four epochal reforms were instituted, the first from the moment the store was opened, the second in the following year and the other two in 1865.

First—Cash payments on the spot to working people on completion of the work.

Second—Shorter business days.

Third—Not two prices—one price and only one.

Fourth—Take back anything sold and returning the money if unsatisfactory.

In less than ten years from the inauguration of his one-price and money-back-if-not-satisfied policy, John Wanamaker had built up the largest retail clothing store in the United States. Competitors were constantly predicting the downfall of so adventurous a young man, with his fantastic ideas about coddling customers, his Sunday school notions about the handling of his help, his spendthrift advertising practices, his upstart "special sales," and his other new-fangled foolishness. They rubbed their hands in glee when the terrible panic of 1873 struck the country like a hurricane, prostrating and demolishing even the

strongest of enterprises. Now, they chuckled, John Wanamaker would meet the fate they knew all along was awaiting him.

What actually happened was that, in the midst of the almost universal disaster, John Wanamaker opened negotiations with the head of the Pennsylvania Railroad for the acquisition of the road's abandoned freight depot on the outskirts of the city at Thirteenth and Market Streets, a monster building covering over two acres of ground, and the completion of the deal was announced the following year. This brought more dire predictions of disaster. His museum-like success must have turned Wanamaker's head. Was not the abandoned depot far removed from the city's business center? Was it not a most unsightly barn, utterly unfitted for use as a store? And its size—it would take half the clothing in Philadelphia to fill it.

Mr. Wanamaker advertised it as the "New Kind of Store" and its opening, in 1876, excited interest second only to that aroused by the Centennial Exposition. On March 12 of the following year, when there was a gala celebration of the inauguration of ladies' goods as part of the stock to be carried, the Grand Depot, as it was then called, was visited by 70,000 people. The store became the mercantile marvel of the country. It attracted visitors from far and near. President Grant, when conducted over it, declared: "It takes as much generalship to organize a business like this as to organize an army."

And indeed the organizer of this mammoth store was kept busy thinking and planning and executing. To attract customers in sufficient number to maintain the establishment demanded energy and enterprise and originality of a high order. Whole page advertisements were used in newspapers—for the first time by any merchant. Goods in profusion were brought from Paris, Berlin, London and elsewhere. Special sales, since become seasonal events, were inaugurated. And, to crown all, Wanamaker's became the first store to be lighted by electricity, an innovation which excited wonder and even awe. Another novelty that caused much talk was the installation of pneumatic tubes as cash carriers—also the first in any store. It was this same policy which later led Wanamaker to be the first to install a Marconi wireless service between Philadelphia and New York stores; introduce a general free delivery by mail, express or freight, and to add aeroplanes to his stock in trade—he sold his first flying machine as long ago as 1909.

In 1896 the whole mercantile world was astounded by an announcement that the old A. T. Stewart business in New York had been bought by John Wanamaker. An editorial in the *New York Times* in November of that year said:

"Within the last 45 days, stocks aggregating at retail value \$3,000,000 have been gathered for this New York Wanamaker Store—the combined stocks of the Philadelphia and New York stores to-day amounting to \$6,850,000. The revival of this great business means work for factories that would otherwise be shut down, means occupation for thousands who otherwise would be idle; and it means that in the face of all the grumbling about hard times there has been one man so well convinced of the renewal of prosperity that he takes unto himself a dupli-

cate business of one whose astonishing proportions would stagger the average merchant."

In New York, as in Philadelphia, the Wanamaker methods—"close application, integrity, attention to details and discreet advertising," to use the merchant's own words—worked miracles. The A. T. Stewart business which had languished since the death of its famous founder expanded to such an extent that the building at Broadway and Ninth Street, though many times the size of the old Stewart building on Broadway and Chambers Street, had to be supplemented by the construction of a still more commodious mercantile palace covering the whole of the adjoining Broadway block, the twin stores giving 32 acres of floor space and forming perhaps the best-known department store in the metropolis.

Even more Napoleonic achievements were in progress at Philadelphia. These were crowned in 1910 by the completion of the present Wanamaker store with its forty-five acres of floor space, one of the most remarkable mercantile castles in the world and in certain respects wholly unique—its school and university features, its musical facilities, its accommodations for entertainments and other social events, and its art gallery.

The youth whose receipts during the first day's business totalled \$24.67, and who spent all but the cents in advertising, to-day is America's largest general purely retail store owner, having distributed, in his life time, into the homes of the American people more than half a billion dollars of goods.

He employs in busy seasons a maximum of 15,000 workers in his stores alone and is also a manufacturer on no small scale, while his branch offices in Europe and his traveling representatives in the Orient and elsewhere comprise another small army.

The Wanamaker Systems.

But it is not so much of Wanamaker figures that I wish to write; the sport, the ideals, the ambitions, the qualities which have given them birth are of infinitely greater importance. They are John Wanamaker's greatest monuments and will do most to keep his memory honored.

For almost a generation the Wanamaker stores have trained citizen soldiers who oftener than once have stepped, full trained, into the field when their country has called, just as they are stepping to-day. The Wanamaker soldiers have gone into camp training regularly every year, they have been systematically instructed by capable officers, they have had a full-fledged military band and bugle and drum corps and they have supplied the United States with more than a handful of regular army officers.

Music, too, has been blended with merchandising by John Wanamaker. There is a John Wanamaker chorus of 500 voices, there are junior and senior choral societies, there are minstrel corps comprising hundreds of members. The grand organ in the Philadelphia store is the most powerful in the world—over 40 horsepower—and has so many parts that when it was removed from the St. Louis Exposition to Philadelphia it filled thirteen railway cars and took several years to be put together again. One Wanamaker concert hall seats 1,400 people and there are others seating hundreds. The Wanamaker musical entertainments and oratorios have enriched the musical education of both Philadelphia and New York.

Art, also, has been mixed with Wanamaker's storekeeping. Not only have Mr. Wanamaker and his son Rodman Wanamaker brought together a wonderful collection of paintings in their stores, not only have they inspired many to appreciate and to acquire good pictures,

but art has been infused into the appointments of their stores, including the House Palatial.

Recreation has been given little less attention than education. On the Philadelphia store roof there are running tracks, tennis courts, basketball courts and other facilities for athletics, while athletic clubs are attached to both stores and enjoy opportunities for their activities in the country.

Years and years ago Mr. Wanamaker began mixing his business with such innovations as bonus sharing every December with his employees, an insurance association which has distributed \$500,000 among employees, building associations, a pension roll, a circulating library and, of course, medical and hospital benefits. He was the first great retail merchant to establish a Saturday half holiday for employees and in more recent years he led the way in allowing a full holiday every Saturday during July and August.

The extent of John Wanamaker's non-mercenary activities outside his store might well scandalize merchants who have an eye and a heart only for profits.

He founded the famous Bethany Sunday School, now among the largest in the world, when he was twenty, and has guided and supported it ever since. He was the first salaried secretary in America of the Y.M.C.A. and erected Y.M.C.A. and college buildings and churches in India, China, Japan and other foreign countries when still a comparatively young man. He helped to establish the Presbyterian Hospital of Philadelphia and his family donated a children's ward, he was president of the First Penny Savings Bank there; he was one of the founders of the Christian Mission during the Civil War; he took a leading part in raising the first million dollars for the Centennial Exposition of 1876; he was a foremost organizer of the Citizens' Relief Committee for relief in the Irish famine—and has ever since been among the first to rush succor wherever and whenever catastrophe has created dire need, his latest conspicuous service in this connection being the dispatching of food-laden ships to stricken Belgium when that land was laid waste.

Mr. Wanamaker even found time to discharge important political duties, which culminated in his appointment by President Harrison as Postmaster-General of the United States from 1889 to 1893, during which time he established a rural free delivery as well as sea postal offices, and also did much to secure the abolition of conducting lotteries by mail, to bring fast foreign mail steamers under the American flag and to secure international two-cent postage.

But, after all, these are not the most important things that John Wanamaker has mixed with business. His greatest service has been in elevating the whole standard of storekeeping, in making it possible for workers behind the counter to maintain their self-respect, in securing honest treatment for customers, in introducing and adhering to such commercial standards that it became practicable to be a merchant or a store employe and at the same time a Christian, a follower of the Golden Rule. The reformation—the revolution—in the treatment of customers by merchants which has occurred within the lifetime of most of us has been accelerated by the example of John Wanamaker more than that of any other individual. That is a strong assertion but it is not beyond the truth.

My notebooks contain so much data about his career and his characteristics that reproduction of sentences from them, picked at random, may best convey what manner of man he is: No Wanamaker driver is allowed to carry a whip. He provides for many unfortunates whom he has rescued. One of his favorite pursuits is scouting for down-and-outs. Dur-

ing the first eight years he was in business he was not off a single day. His associates declare he has extraordinary powers of concentration and phenomenal versatility in turning from one matter to another. Among his hobbies are horses and flowers. His office door is always open to even the humblest store-worker. It has been his lifetime custom to be early at the store and to wait for the report of the day's sales from the head of each department. He has tremendous recuperative powers.

John Wanamaker knows no games. He finds his recreation in his work and in his multifarious outside activities. He has never advertised on Sunday and will not discuss business on that day. He never takes his business troubles home with him. They are locked in when the store is locked at night.

He is an ardent reader. Like the late J. P. Morgan, he hardly ever exercises. His home is a center of hospitality, sometimes sheltering at the same time a derelict under process of reconstruction and, it may be, a cabinet minister or a business magnate. His organizing powers, always notable, have been exercised most strenuously and with most nerve on such occasions as the Dayton and Johnstown floods and the sacking of Belgium, when superhuman efforts were necessary to hasten supplies to avert starvation. Because of his intense love of music, the sale of 294 pianos in one day in one store is one of the little business achievements of which he is most proud.

Mr. Wanamaker has summed up his own biography in six words: "Thinking, trying and trusting to God is all of my biography."

John Wanamaker is seventy-nine, having been born on the outskirts of Philadelphia on July 11, 1838. Yet he is still full of health and vigor and enthusiasm, finding no day long enough for the tasks in hand.



FLAVORING EXTRACTS BANNED

Edmonton grocers are very much concerned over the effect the strict enforcement of the Prohibition Act will have over the sale of flavoring extracts and the board of trade is being asked to take up the matter. These extracts, which up to the present have been obtainable at the grocers and indeed form an important section of business, contain over 2½ per cent. of alcohol and on this account are brought within the provisions of the act. The fact that some Indians and breeds and a few other ill-advised persons have used these extracts for their intoxicating effect has brought the matter to the attention of the attorney-general's department and it is understood that the grocers have received notice that they are debarred from selling these extracts in the future. They will only be handled by the druggists, so it is stated.



Mrs. J. J. Campbell, general store, Wadena, Sask., has sold out.

P. Prusal, general store, Wadena, Sask., has sold out.

The new warehouse of Macdonald Crawford, Limited, wholesale grocers at Swift Current, Sask., has been commenced.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

H. Flam, general store, St. Stephen, N.B., has been burned out.

Mr. Inches, of Inches & Grimmer, grocers, St. Stephen, Que., is dead.

Chas. E. Ward of Bridgetown, N.S., has purchased the stock and fixtures of Boyland & Gaul of Kentville, and will continue business at Kentville.

Quebec

L. Leonidas, grocer, Quebec, Que., has sold out.

A. Cloutier, grocer, Quebec, Que., has sold out.

L. Lefebvre, grocer, Quebec, Que., has sold out.

A. Aubry, grocer, Montreal, Que., is selling out.

J. E. Foisy, grocer, Montreal, Que., is selling out.

A. Aubry, grocer, Montreal, Que., has sold out.

J. A. O. Mallette, grocer, Montreal, Que., has sold out.

Cote Freres, grocers, La Tuque, Que., have sold property.

Seguin & Cie, wholesale fruits, Montreal, Que., has been registered.

Strong & Strong, grocers, Montreal, Que., had stock damaged by fire recently.

J. H. Steele and Richard Moore have been registered for J. H. Steele, grocer, of Montreal, Que.

Lafontaine & Thiffault, and Lepage, Bordeleau & Co., general store merchants, of St. Adelphe de Champlain, Que., suffered recent fire loss.

Ontario

John Paisley, grocer, Napanee, Ont., is dead.

L. J. Lahay, grocer, Toronto, Ont., has sold out.

H. R. Pollock, grocer, Toronto, Ont., has sold to J. D. Grant.

G. Noble & Co., grocers, Toronto, Ont., are retiring from business.

S. Butterworth, grocer, Bartonville, Ont., has sold to E. Slocombe.

Murtagh & Saddlier, grocers, London, Ont., have given up business.

Cornell & Foulston, grocers, Toronto, Ont., have sold to H. R. Pollock.

Mrs. E. Bernard, general store, Bourget, Ont., succeeded by E. Daoust.

I Hord & Co., grocers, Michell, Ont., Wm. Hord has sold interest to F. A. Campbell.

Wm. Sukloff (Est. of), general store, Trenton, Ont., has been sold to M. L. Willinsky & Co.

Capital stock of Libby, McNeill & Libby of Canada, Limited, has been increased from \$100,000 to \$200,000.

The New Model Cheese & Butter Co., Ltd., has been incorporated at Campbell-

ford, Ont., to manufacture cheese and butter.

C. Maston retired grocer of Petrolea, Ont., died recently at 72 years of age. He had been 40 years in the grocery business.

Ridgeville Canning Co., Ltd., has been incorporated at Toronto, Ont., with a capital of \$100,000 to raise and deal in fruits, vegetables, cereals and foods.

Thunder Bay Store Co., Ltd., has been incorporated at Fort William, Ont., with a capital of \$40,000 to carry on business of wholesale and retail merchants in produce and provisions.

Fred J. White, who has conducted a limited company for the past seven months under the name of White & McCart, has now taken over the business and it will be conducted under his own name. Fred J. White, Board of Trade Building, Toronto.

Western Provinces

E. Fia, grocer, Lethbridge, Alta., has sold out.

Watson Mercantile Co., Watson, Sask., has sold out.

Gadsby Cash Grocer, Gadsby, Alta., has sold out.

F. L. McLean, grocer, Elrose, Sask., is out of business.

J. E. Haughn, grocer, Edmonton, Alta., has discontinued.

Banner Grocery, Wetaskiwin, Alta., has sold to J. Lake.

A. Novlesky, general store, Sexsmith, Alta., has sold out.

F. T. Tinney, general store, Wartime, Sask., has sold out.

Metheral & Co., grocers, Moose Jaw, Sask., have sold out.

W. G. Furnival, grocers, Winnipeg, Man., have sold out.

W. M. Reber, general store, Burdette, Alta., has sold out.

R. H. Krueger, general store, Rumsey, Alta., has sold out.

J. M. Besharah, general store, Pinkham, Sask., has sold out.

F. Hedges, grocer, Winnipeg, Man., has been succeeded by F. Levi.

Ellscott General Store, Ellscott, Alta., has been sold to Ellscott Trading Co.

Miss E. G. Walker, general store, Dalemead, Alta., has sold to W. Wood.

Perrin, Donoghue & Slingsby, general store, Calgary, Alta., has discontinued.

Koep Bros., general store, Engelfeld, Sask., has been succeeded by I. Shulman.

S. T. Routley has opened a grocery store at 211 Osborne St., Winnipeg, Man.

Manitoba Vinegar Co., Ltd., Winnipeg, Man., has changed name to Acme Vinegar Co.

Calder Trading Co., general store, Calder, Sask., has dissolved, M. Hayman continuing.

Pioneer Fruit Co., Ltd., Brandon, Man., is applying to increase capital from \$40,000 to \$60,000.

Bruer & Morrison, general store, Anenoid, Sask., R. A. Bruer has sold interest to J. A. Raymond.

Sigmar Bros. & Co., general store, Glenboro, Man., is opening branch at Wynyard, Sask.,

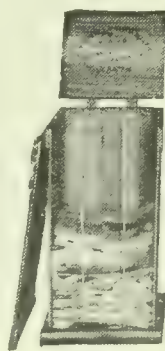
E. Comeault, general store, St. Jean Baptiste, Man., has been succeeded by St. Pierre Trading Co.

Robert Barnes, Western manager of J. B. Paine Co., Ltd., manufacturers of Bull Dog Brand goods, has just returned to Winnipeg from a trip West.

Sherwood Stores, Limited, departmental stores of Regina, Sask., has been sold to Regina Trading Co., Ltd., in a deal involving nearly one-third of a million dollars. The latter company will operate the former Sherwood store as well as its own store. J. F. Bole of the Regina Trading Co., along with Mr. A. F. Little completed the deal.

New Goods Department

HOUSEHOLD BALER A HANDY CONTRIVANCE



The household baler is one of the latest arrivals in the paper baler field. This new baler has a number of points to recommend it. It is inexpensive yet will do the work of the balers costing as high as \$25. It is the lowest priced baler on market and is very convenient in size, taking up only about a third of the space of the usual paper barrel. It is a good looking, well-built, being made of solid oak, and its size permits it to be used anywhere that a waste paper basket could be used. It bales as it collects, and is of such simple construction and operation that a boy can handle it. It has the advantage, too, of being able to use warehouse cord instead of wire.

It is a protection against fire, for baled paper is practically inflammable. It is the contention of the makers that this handy baler will pay for itself in a very short time, and show a handsome return within the year. It is manufactured by the Household Paper Baler Company, 20 Front Street East, Toronto.

Turnover, Credit or Cash, Etc.

Good Sales Record—An Interesting Ad-Statement — Curtailing Credits Wiser Than Adopting Exclusive Cash Business.

By Henry Johnson, Jr.

A far western grocer writes me:

We note your remarks in regard to sick business. We did \$85,414.37 last year with a \$7,000 investment (in stock). And we thought we had done well as we have made money. But we are enclosing an ad that skins them all. Here is a guy who has all of us backed off the board.

The best we have been able to do so far with a strictly cash business has been 14% overhead figuring salaries for ourselves and 10% depreciation on fixtures, etc., and only paying \$100 monthly for the best corner in the city.

Can you tell us how this fellow does it? How can he handle \$20,000 monthly business with only himself, father and one clerk most of the time?

The writer spends a good deal of money and a great deal of time each year visiting different stores in all parts of the country to make this a better store and be a better and more efficient grocer. As yet, this ad skins them all.

Yours very truly,

N— C— D—.

The clipping enclosed is the corner of a newspaper page with one paragraph marked, as follows:

"\$20,000 April Sales

"Our sales for April were more than \$20,000. It cost us 3½% to do business. While it costs the average grocer 12 to 20% to sell his goods."

Some Record Indeed

The information that the man who sold \$20,000 in April has only his father and an occasional clerk to help him does not appear in the bit of clipping sent me. It would be so interesting and instructive to learn how three persons (or shall we guess two and three-quarter persons?) can handle \$240,000 worth of business a year that if my correspondent will send me the full address of the grocer who ran that ad, I shall write him pronto for further particulars.

Please let me have the address quickly. We sure do want to get the inside on such a record; and I shall ask him to tell us also how he works on a 3½% expense. Best I have run across in recent years was a fraction over 6%, in a store most peculiarly situated where it had everything its own way.

At the same time I should like very much to have some further details from my present correspondent, for he makes what I call a pretty good record himself. Probably it is substantiable, too; and that is saying more than I think I shall be able to say about the 3½%-man.

This correspondent probably works on a gross margin not far from 18%. Then, if his "investment" as stated means stock, as I think it does, he is turning his stock a little better than 10 times; and that, considering his locality, is very good. But I should like to know—

What is the detailed list of expenses, including salaries and depreciation?

What is the actual gross average margin?

What specific things he has picked up from other stores and adapted to his own business in following out his admirable plan of traveling about as he indicates?

I ask all these questions because I feel sure this man has a lot of worthwhile stuff up his sleeve.

Credit to Cash?

An Ontario grocer writes:

It is my opinion that the time is right for changing from credit to cash. In certain issues you have given very fine letters to be sent to customers, in fact, I remember a contest on the subject. Could you send me copy of some, either by mail or in next issue—for which I want to pay. We have a splendid credit business, but to go through the list really I have but few that are what you would call absolutely sure. With the war times ahead, don't you think I am right, or if not, explain why I shou' continue this system. Our business is groceries and meats and runs about \$40,000 annually, 75% credit.

Yours,

J— G— F—.

Naturally, it is hard to give definite advice in such cases, but here is what moves me to advise that my friend go slow:

Three-quarters of his present business is on the credit basis. To cut all of that off would leave him with \$10,000 a year turnover in place of \$40,000. Not all of it will leave him, probably, if he goes onto a cash basis, but this is what might happen. Then where would he be?

But now is the time to curtail credits. There is no doubt about that. But there is a right way to do that, and I do not think the right way is to write any letters at all. My plan would be thusly:

Put yourself mentally outside of your business, and from that angle plus your knowledge of the character and circumstances of each customer whose name is on your books, study that list of names. From that list make the following segregations:

1st. Doubtful Accounts. List those with the idea that you will discontinue those as promptly as possible. Handle them with hard common sense, but with some diplomacy also. Any that are not going to pay at all, stop now. Figure to lose what you have rather than to put more in, to lose later on. Notify all help that no more credit goes to so and so, and have them referred to you. To those whom you have to let down easily, talk war conditions; enhanced costs which make necessary the calling in of your capital now invested in accounts, etc., etc.

2nd. Accounts too large and slow, but good. Go after those with the same kind of arguments about need of capital—which is true, surely in present circumstances. Get those accounts down to payment IN FULL at regular times; monthly, semi-monthly or weekly as may suit your needs and customs.

3rd. Solid, satisfactory accounts. Let those alone, mostly. When the right opportunity offers, ask those folks to pay up as promptly on regular dates as possible. Arguments about need for capital will go better with this class than with the other two. But mainly keep that good credit.

Takes More Work, But Better

This way is more laborious than to write a letter to go to all; but I do not think you want any easy, short-cut, cut-and-dried method of hashing all your customers together. But mind that you make those lists in the quiet of your own office. Why? Because if you do that, if you make your decisions uninfluenced by your customers, you will make them unbiased. Then, after the decision is made, let nothing change your mind. Regard those segregated lists as if they were made by somebody above you whose direction you are bound to obey. Just feel that you have nothing more to do with it: the names are there, and they must be handled accordingly.

This plan, by the way, is the best in any large matters; for it promotes the finest characteristic you can have through self-discipline. That is the characteristic of decision.

Now, as you pursue this course, you can bend all spare energies to the promotion of cash trade. Make your store and service ever more complete and attractive. But at any time, take a good account.

Now finally; what made you think of writing a letter? I am sure it was your feeling that you want to "treat all customers alike." But that is a mistaken idea. Why? Because not all customers deserve the same treatment. Some are worthy of credit. Some are not worthy. Should each have the same treatment. By no means. So if, in the working out of this plan, a customer who has been cut off complains that others get credit, be frank about it. Say, perhaps:

"Mrs. Wilkins, that is true; but you remember that you were unable to pay me on time, and my jobbers demand payment from me on the dates agreed upon. I cannot have dragging accounts. I know it was not your fault, that you did not always have the money; but my wholesale friends will not accept such conditions. I want your trade, but it must be cash—at least during these trying times.

Do you require further suggestions?

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

OF primary interest to the grocery trade during the week was the announcement of prices for the 1917 salmon pack. It was generally expected prices would be high and in this there was no disappointment. Owing to the disappointingly small pack there will be only a percentage delivery by the packers. In the case of one-pound sockeye tins there will be only 9 per cent. of orders delivered, while in sockeye half-pound tins there will be only 40 per cent. delivery. On coho salmon there will be 10 per cent. delivery on one-pound and 40 per cent. on half-pound tins. On pink salmon there will be the best delivery of any of the brands, namely, 50 per cent. on one-pound and 100 per cent. on half-pounds.

Rumors of an embargo on the export of bacon from Canada are not taken seriously by those connected with the provision trade. It is pointed out that Great Britain needs the bacon and that in all probability some central buying agency will be established similar to that in operation for the purchase of Canadian cheese. Egg production has been heavier during the past week, but has not been sufficient to make the price recede. Butter prices remained unchanged. Pasture is now in excellent shape and production of creamery butter and cheese should be greatly facilitated throughout Ontario.

Advances have been recorded on jams, baking powder, lobsters, tapioca and sago, herbs, sulphur, tobacco, tomato soups. A decline was recorded on porridge wheat, which comes as a welcome change in the steadily upward trend of the market. Manitoba flour was another commodity in which a decline was registered, a clean drop of \$1 per barrel taking place. This was induced by reason of a 20c decline in wheat. Apparently, through inspired sources, the idea has gained currency that the price to be established for Manitoba wheat is to be \$2.20 per bushel. And prices in the market forthwith dropped to that level before the official announcement has been made. Sugar is in weak market, due to the establishment of a lower price in the United States for beet sugar. Declines are looked for in the Canadian market. Business with the grocery trade is reported very good.

QUEBEC MARKETS

MONTREAL, Sept. 4.—Although at the dull season of this year the markets are, in the majority of cases, in a very interesting condition. Embargoes here, and embargoes there, with a few unexpected deficiencies in supplies thrown in, are keeping buyers and sellers guessing as to the outcome on the particular line affected, and as one merchant remarked. "If it were not for the advice and directions as to the probable trend of the markets given by CANADIAN GROCER the out-of-town merchants would be in terrible perplexity as to what course to pursue." There is an improved feeling in trade circles generally, which is probably due to fair crop reports all the way round, and to the fact that farmers have commenced realizing on the results of the

first threshings, which in turn has made money move more freely for the country storekeeper, followed in turn again by increased orders to the wholesalers. The most interesting feature in connection with canned goods is the pea shortage bombshell. It was generally anticipated that the crop would be a record one. But weather conditions at the end became unfavorable and only about 40 per cent. of the orders are to be filled. The expected advance in raisins has occurred. Wonderful bean crop prospects in the States have created much interest locally. The scarcity of good table apples, and the firmness of prices in potatoes when they should be, in the proper course of things easing, are the two dominant points of the fruit and vegetable markets. Fish conditions need

watching in view of the efforts being made to increase consumption so as to help the meat situation. There is an advance in halibut and frozen Gaspé salmon with the fresh salmon now off the market. Increasing shortages in receipts of butter, eggs and cheese point to higher prices in the future despite any outside ruling. Prices generally are firm and unchanged, with butter being the weakest of the three. All the way round the demand is good, not above normal but very steady and with a satisfactory underlying strength. Collections generally are also improving which is a very important point.

As was expected millers have dropped prices \$1. per barrel. Trade has been quiet owing to buyers holding off anticipating such a drop. Now that it is fixed an improved demand is expected. The winter wheat flour is unchanged, the situation being very firm, with stocks hard to get, and the demand heavy. Some lines of cereals have naturally been affected by the flour decline, and graham flour, rolled oats, whole wheat and wheatless have been reduced in quotations.

Strong Demand For Sugar Due To Preserving

Montreal.

SUGAR.—The sugar market is not very active, and beyond speculation as to what will be the outcome of the United States action on Canadian prices, and whether the West Indian planters who have been making millions will be taken in hand, and a disinclination to look for business, there is nothing to report. Inquiries are generally met with the statement "We are not looking for business." In fact the catching up with back orders is having quite an effect on the spirits of some, and they rather look with envy on the days when orders had to be hustled for. So far as future prospects are concerned, cheaper sugar is anticipated. Retail merchants report a very strong demand due to the preserving season, and stocks are running low. This has resulted in a firming of prices to the consumer.

	100 lbs
Atlantic Sugar Company, extra granulated sugars	9 25
Acadia Sugar Refinery, extra granulated.	9 25
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 05
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60

Crystal diamonds (boxes 100 lbs.).....	9 70
Assorted tea cubes, boxes.....	9 60
Cut loaf (50-lb. boxes).....	9 90
Cut loaf (25-lb. boxes).....	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

New Pack Salmon Prices Announced

Montreal.

CANNED GOODS.—The quietness reported last week due to the Controller's embargo has been maintained, and the trade for the present seems to be marking time until the embargo is lifted in October. The most striking point of interest has been the recent announcement by the packers of prices on new pack peas. Wholesale prices are as follows:

Standard peas, class A, \$1.70, B, \$1.67½; Early June, class A, \$1.77½, B, \$1.75; Sweet Wrinkle, class A, \$2.02½, B, \$2.00; Extra Sifted, class A, \$2.32½, B, \$2.30.

Contrary to expectations some weeks back the crop is below average, and there will be only a pro rata delivery of peas. In fact only about 40 per cent. of the orders will be delivered. The failure of the crop is due to the warm weather causing the peas to develop so quickly that the pack was cut short. Some factories have only been able to pack about one-fifth of the amount expected. Interest also is centered in the result of the special season allowed Prince Edward Island and Northern New Brunswick for lobsters. This will terminate on the 15th and remains to be seen whether or not the theory that later fishing will give better results in quality and quantity of catch is correct. A feature of unusual interest was the announcement by the packers of prices on 1917 salmon pack with only a percentage delivery. Prices are high. Wholesalers expect to adjust present prices in accordance with new prices in the near future.

Salmon Sockeye—

"Clover Leaf," ½-lb. flats.....	2 45
1 lb. talls, cases 4 doz., per doz.....	3 00
½ flats, cases 8 doz., per doz.....	1 50
Chums, 1-lb. talls.....	1 80
Pinks, 1-lb. talls.....	2 20
Cohoes, 1-lb. talls.....	2 65
Red Springs, 1-lb. talls.....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25
Canadian sardines (case).....	6 75
Norwegian sardines, per case of 100 "¼s".....	20 00

Canned Vegetables—

Tomatoes, 3s.....	2 35	2 40
Tomatoes, U.S. pack.....	2 25	
Tomatoes, 2½s.....	2 20	2 30
Peas, standards.....	1 75	
Peas, Early June.....	1 80	
Beans, golden wax.....	1 60	
Beans, Refugees.....	1 50	1 60
Corn, 2s, doz.....	2 10	2 25
Spinach (U.S.), 3s.....		2 80
Do., (U.S.), gallons.....	10 00	
Corn (on cob, gal. cans, doz.).....	8 50	
Red raspberries, 2s.....	2 25	2 45
Simcoes.....	2 75	
Red cherries, 2s.....	2 25	

Strawberries, 2s (old pack).....	2 75	3 00
Blueberries, 2s, doz.....	1 35	
Pumpkins, 2½s.....	1 60	1 70
Pumpkins, 3s.....	1 75	
Pumpkins (gallon), doz.....	6 00	
Apples (gallon).....	3 75	4 25
Peaches, 2s (heavy syrup).....	2 00	
Pears, 3s (heavy syrup).....	2 45	
Pineapples, 1½s.....	2 25	
Strawberries (new crop), heavy syrup, 2s.....	2 95	3 00
Strawberries (new crop), group "B".....	2 87½	

Seeded Raisins Show Upward Tendency

Montreal.

DRIED FRUITS.—The noticeable feature in this market is the firmer feeling in seeded raisins. Attention has been directed to the announcement of prices on the Oregon new crop at a 6¼ basis on 40's, 50's and 60's with a premium of ½c on 40's and 1¼c on 30's and 20's. A canvas of the trade reveals that these prices are regarded as too high, and liable to hurt the free movement of orders. Cables from Greece report currants steady at recent advances. Business locally is quiet. There is a fair movement in dates at the advanced price of last week. Candied peels are naturally still on the firm side, and are likely to remain so for some time. Prices generally are unchanged except in raisins, Malaga clusters being advanced \$1. and muscatels loose ½ to 1½c and fancy seeded ½c, making the prices respectively \$4; 11c to 12c and 13c.

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown.....	4 00
Muscatsels, loose, 2 crown.....	0 11
Muscatsels, loose, 3-crown, lb.....	0 11½
Muscatsels, 4-crown, lb.....	0 12
Cal. seedless, 16 oz.....	0 14
Fancy seeded, 16 oz. pkgs.....	0 13
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected.....	0 11
Valencias, 4-crown layers.....	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Interest In Almonds Is Being Manifest

Montreal.

NUTS.—The demand is normal in most lines, almonds, however, showing the greatest activity. Inquiries as to new crop prospects are increasing, and with the advent of the Christmas buying, there seems some anxiety among the smaller purchasers as to the effect of conditions on their coming trade. The anticipated higher prices are not regarded with any great degree of complacency as it may tend to check the consuming demand. It is yet too early to state positively what will be the increase, but with the freightage problem like it is now, and the European markets very uncertain, our last week's estimate of 1½c to 2c increase seem very near the mark. An upward trend is noticeable in Brazil nuts, and prices are firmer on prompt shipment. It is harder to find walnuts at concessions. There is a firm tone on pecans and cocoanuts. Generally the market is unchanged with a firm undertone.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled).....	0 40	0 42

Almonds (Jordan).....	0 70	0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new).....	0 16½	0 18
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.....	0 10	0 15
Peanuts, Bon Ton.....	0 15½	0 16½
Peanuts, "Diamond G".....	0 13½	0 14½
Peanuts (coon), per lb.....	0 12½	0 13½
Peanuts (Jumbo), per lb.....	0 16½	0 17
Pecans (new Jumbo), per lb.....	0 21	
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans, "paper shell," extra large Jumbo.....		0 40
Pecans (shelled).....		0 80
Walnuts (Grenoble).....		0 18½
Walnuts (shelled).....	0 52	0 54
Walnuts (Marbotts), in bags.....	0 13	0 16
Walnuts (California), No. 1.....		0 24
Cocoanuts, 100 size, per sack.....		7 50

Molasses Situation Causing Much Concern

Montreal.

MOLASSES.—The demand continues steady for Barbadoes molasses at high prices. Business is almost exclusively confined to jobbing lots. Fancy molasses is very firm at 81c. Some choice has been sold at 75c. The trade is quite despondent over the shortness of supplies, and any more losses by sea or further interference in freightage will make the situation almost hopeless. The market is firm and unchanged. Cane syrups are firm. One refiner states that they are doing more actual business in syrup than in sugar.

	Prices for Fancy, Choice, Island of Montreal
Barbadoes Molasses—	
Puncheons.....	0 81
Barrels.....	0 84
Half barrels.....	0 86
For outside territories prices range about 3c lower.	

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.
Cane Syrup (Crystal Diamond)—
2-lb. tins, 2 doz. in case, per case.....
Barrels, per 100 lbs.....
Half barrels, per 100 lbs.....

Prospects Bright For Lower Beans

Montreal.

BEANS.—There is not much interest in the bean market. The demand is following its normal course with prices keeping generally steady, although slight fluctuations are noticed in some quarters. Following the good reports as to the Canadian crops, there are most enthusiastic reports from the United States. Apparently four states alone have more than doubled the total output for the whole country last year. This has been done by increasing the acreage by 184 per cent. Michigan has over 8 million, California 7 millions, New York nearly 3 and Colorado 2½. It looks therefore that near future prices will be on the easy side, unless home consumption and export demands grow apace. Inquiries are coming in freely, and the market is apparently being closely watched. Car lot orders were dead, and the bulk of the business was done in small jobbing quantities.

Beans—

Canadian, hand-picked.....	10 50	12 00
Canadian 3-lb. pickers, per bu.....	9 50	10 50
Canadian 5-lb. pickers.....	7 90	8 50
Michigan, 3-lb. pickers.....		11 00
Michigan, hand-picked.....		11 50
Yellow Eyes, per lb.....	0 15	0 15½

Rangoon beans, per bush.....	8 00	
Lima, per lb.	0 21	
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb....	0 15½	0 16
South American	5 70	
Peas, white soup, per bush.....	5 00	
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs....	6 25	7 25
Barley, pearl, per bag 98 lbs....	7 50	8 00

Firmer Rice Market Has Aroused Interest

Montreal.

RICE.—Fair trade is reported in Rangoon rice at the advanced price of 35c noted last week. Inquiries are freer as buyers are naturally anxious to find out if the market is going to stay where it is or start soaring again. As stocks in merchants hands are on the low side they do not want to be found short on a rising market. No confirmatory report has been received as to the bad prospects of the Oriental rice crops due to adverse weather, which have lately been rumored. Tapioca shows no change with stocks on the light side, the demand normal, and prices firm. Freight rates continue to worry importers, and mutterings as to increased prices all the way round are increasingly apparent.

"Texas" Carolina, per 100 lbs....	9 50	9 90
Patna (fancy)	10 15	
Real Carolina, per 100 lbs....	10 50	11 50
Patna (good)	9 40	
Siam, No. 2	7 25	9 15
Siam (fancy)	8 40	
Rangoon "B"	7 80	
Rangoon CC	7 60	
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Business In Coffee Fair With Prices Steady

Montreal.

COFFEE.—Business has been fair for the season, and prices have ruled steady. The New York market continues in an interesting state, which is more than can be said for the local one. With small buying and a stronger liquidating pressure prices sagged a little. Better weather advices have been received from Brazil, with a liberal movement. Affirmation continues that the Brazilian Government is considering the purchasing of coffee thus giving a support to values which is evidently considered necessary in some quarters. We quote:

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Primary Tea Market Shows Greater Firmness

Montreal.

TEA.—A continued firmness is noticeable owing to the scarcity of tea on spot coupled with strong cables from all primary points. There is a steady inquiry for Ceylon and India teas, and high quality grades are in better demand. There is also a marked firmness in China sorts. The tonnage situation is still badly congested, and the trouble is get-

ting worse rather than better. Importers have to submit to very long delays. Cables from Foochow report further advances in that market due to the rising tendency in silver. Advances in silver affect only the China market, that country being on a silver basis. Ceylon and India black, common Pekoe grade are still quoted at around 42c to 45c, and Japan 32 to 33.

Pekoe, Souchongs, per lb.....	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Pickling Spices Now Moving Freely

Montreal.

SPICES.—The activity noticed last week has been maintained and pickling spices are moving freely at a firm tone. Nothing of note has occurred on the local markets or in New York, and the whole market is pursuing a normal and seasonable course. Nothing has occurred to offset the prediction that owing to the dwindling of New York stocks quantities available here will be on the short side. Prices are firm and unchanged.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar	0 60	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin	0 25	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk.....	2 00	
Carraway, Dutch, nominal	0 75	
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 35	
Mustard seed, bulk	0 25	
Celery seed, bulk	0 46	
Shredded cocoanut, in pails.....	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Potatoes Are Firmer; New Corn Also Higher

Montreal.

FRUIT AND VEGETABLES.—These markets do not show much change from last week. Local grown stuff is arriving freely. The vegetable market is buoyant owing to the decision of the Government with respect to canned goods. Within the last week eight cars of California and Texas pears and other mixed fruit have arrived, and are moving well. Good table apples are scarce. There seems little doubt now that the British embargo on apples will be more than offset by the poor harvests in Quebec, the Annapolis Valley, and other fruit districts. A whole lot depended upon the Annapolis situation. It is estimated now that the crop will be 250,000 barrels short of the one time anticipated million. The potato market is firmer. Reports as to the Maritime potato crops are nothing like so good as they were. New Brunswicks, which will soon be offering in car lots, have been badly blighted, and some estimates cure freight room for shipments is get-report the destruction as nearly 60 per

cent., with Nova Scotians nearly as bad. A dry September is absolutely necessary. Prospects indicate high prices unless home growers materially affect the market. Tomatoes are now moving very freely. Prices generally show a seasonable fluctuation with the exception of potatoes, which instead of following a weakening strain, are firmer, and new potatoes in bags have gone up 35c over the top price of last week, making the quotation a straight \$2.35 a bag. Rose tomatoes are quoted at \$1.50. Turnips have advanced 10c making the price a straight \$1. Beets are 10c higher, while the top price in cucumbers has fallen 5c. Watercress is down 10c. New corn has advanced 5c making the quotations 15c to 20c. Marrows are listed at \$1. a doz. Lettuce, both curly and head have sagged, the one 10c and the other 25c making the price respectively 20c and 50c to 75c. Leeks have advanced 50c. New carrots are now \$1. a dozen. Montreal melons arriving more freely are now \$12. a basket, a decline of \$2.

Bananas (fancy large), bunch...	2 75	3 50
Oranges, Valencia (lates)	4 50	5 00
Grape fruit	2 75	3 50
Lemons	3 50	
Limes, box of 80	1 50	
Pineapples, Cuban, crate	4 50	
Pineapples (Cuban), 24's, each...	0 75	
Watermelons (U.S.), each.....	0 50	0 60
Cantaloupes, crates, 45's	6 00	
Apples (in boxes)—		
Winesap	4 00	
Ben Davis	4 00	
Apples, new, U.S., bkt.	2 50	
Apples, new, Montreal (in bbls.)—		
No. 1	6 00	
No. 2	4 50	
No. 3	3 50	
Apples, new, Canadian, 11-qt. bkt.	0 50	
Cauliflower, per doz. bunches...	1 50	2 00
New corn, crate, doz.	0 15	0 20
Celery, Canadian, per doz.	0 50	0 75
Onions, Australian, sack 100 lbs.	6 00	
Onions, Canadian, new, doz. bun.	0 50	
Onions, Spanish, ½ doz.	2 25	
Spanish onions, large crate ..	4 00	
Potatoes (new), bbl.....	5 00	5 50
Potatoes, new, bag	2 35	
Potatoes (sweet), per hamper....	4 00	
Carrots (new), doz.	1 00	
Beets (new)	1 00	
Parsnips	2 00	
Peas, Canadian, bag	1 00	
Turnips (new), bag	1 00	
Lettuce, curly, per doz.	0 20	
Lettuce, head, doz.	0 50	0 75
Rose tomatoes	1 50	
Tomatoes (Montreal), box	0 50	1 25
Horse radish, per lb.	0 25	
Cabbage (Montreal), doz.	0 30	0 50
Beans, wax, bag (Montreal)....	0 75	1 00
Beans, green, bag (Montreal)...	0 75	1 00
Peas (new, Montreal), bag.....	1 00	
Leeks, per doz. bunches	1 00	
Parsley, doz.	0 25	
Mint, doz.	0 50	
Watercress, doz.	0 40	
Spinach (Canadian), box	0 50	
Rhubarb, per doz.	0 25	0 25
Eggplant, per doz.	1 00	1 50
Garlic (Canadian), lb.	0 15	
Endive (Canadian), lb.	0 25	
Strawberries, per crate 54 quarts	4 00	
Cucumbers (Montreal), doz.....	0 10	0 20
California plums, box	2 75	3 25
Do., peaches, box	3 00	
Peaches (Can.)	1 25	1 50
Cherries (California) box	3 50	
Cherries, Canadian, 11 qts.....	1 50	
Cherries, Canadian, bkt.....	0 75	
Cherries, preserving, bkt.	1 25	
Montreal melons, bkt. 12's.....	12 00	
Pears, box	4 25	
Peppers	3 50	
Black currants, 11-qt.	1 25	
Marrows, per doz.	1 00	

Fish Market Inclines To Higher Quotations

Montreal.

FISH.—Very few markets just at present are in such an interesting state

as the fish market and buyers who wish to keep close to prices should watch conditions very carefully. The reason for this is the probable effect upon the demand induced by the two meatless days a week, and the speeding up of the propaganda as to the imperative necessity of saving these foodstuffs by a more general use of fish. A general canvass of the wholesale fish men brought out some interesting facts. Although price fluctuations are purely normal just at present, it is very probable that the increasing consumption demand will induce a strong upward tendency. Supplies in almost all lines are arriving very freely, and this offsets a stronger buying movement which many dealers have already noticed this last week. One merchant stated that his business had increased 25 per cent. over the same period last year. Others, while not giving figures, profess themselves very satisfied. All anticipate a strong impetus to the demand in the next few weeks, and unless the supply keeps pace proportionately with this, the inevitable result must follow. Thus the market needs watching, for the recent opinion as to coming easier prices seem now to be fading away.

With the opening of the season for Manitoba lake fish, and the extension of carp, bullheads, pike bass and other river fish, backed up by good supplies of cod, halibut, sword fish, etc., the market is in a healthy condition with prices staple. The eel catch has been retarded owing to the heavy rains, but reports show an improvement, and with the probability of larger quantities being offered, a weakening in the present price of 10c is probable. A good season for oysters is anticipated owing to the expected increase in consumption and it is generally expected that with this fact and the increased cost of labor, containers and transportation that prices will show an opening increase of from 20 to 25 per cent. Halibut has advanced 2c making the price 10 to 20, while frozen Gaspe has advanced 1c making the quotation 23. B.C. salmon has fallen 1c on the top price, but the minimum is the same. Fresh Gaspe salmon is now off the market. Swordfish is scarce and quoted at 17c to 18c.

SMOKED FISH

Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box	1 50	
Smoked eels	0 12	
Smoked herrings (med.), per box	0 17	

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	18 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	9 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	19	20
Haddock, lb.	07	08
Mackerel		10

Cod steak, fancy, lb.	9
Salmon, Western	16
Salmon, Gaspe	23

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 14	0 15
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20

Oysters—

Ordinary, gal.	2 00
Malpeque oysters (choice), bbl.	12 00
Malpeque oysters (choice), bbl.	12 00
bb.	10 00
Cape Cod shell oysters, bbl.	12 00
Clams (med.), per bbl.	8 00

FRESH FISH

Haddock	0 07½	0 08
Steak Cod		0 09
Market Cod	0 06	0 07
Carp	0 10	0 11
Dore		0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. salmon	0 20	0 21
Gaspereaux, each		0 05
Western Halibut	0 18	0 20
Eastern Halibut		0 18
Flounders	0 07	0 08
Perch		0 09
Bullheads		0 12
Whitefish	0 14	0 15
Eels		0 10
Brook trout		0 30
Mackerel (large), each		0 20
Mackerel (medium), each		0 18
Sword fish	0 17	0 18

ONTARIO MARKETS

TORONTO, Sept. 5.—Interest in the wholesale grocery trade during the week centred largely around the new prices on canned salmon which were announced by the B. C. Packers' Association. Deliveries are short, and wholesalers are finding it difficult to make adjustments for their customers on the basis of the deliveries. Higher prices on old-pack goods have in some cases been named by wholesalers, while others have withdrawn their prices entirely until a little better perspective of the situation can be obtained. There have been a number of advances during the week, including jams, baking powder, tapioca and sago, lobsters, herbs, sulphur, Epsom salts, Cross Fish sardines, plug tobacco. Three declines in price were recorded—namely, that on porridge wheat, tomato soup, and flour. Business is picking up remarkably well, and gives every indication of a good fall trade.

Decidedly Easier Position In Sugar

Toronto.

SUGAR.—In the raw sugar market during the past week there has been a noticeable trend toward an easier position as the result of the agreement between the beet sugar manufacturerse of the United States and the Food Administration. The price fixed for beet sugar in United States is \$7.25 per 100 pounds. One of the authorities on the situation in the United States is of the opinion that it will be impossible to sell Cuban cane sugar around \$8.40 per hundred in competition with the beet sugar, which comes on the market in October. Following this logic, the same authority is of the opinion that the price of cane granulated will ease off during the interim until the \$7.25 basis is reached. To do this, raw prices will have to decline also. If there is a lack of demand for cane granulated in the face of the lower price for beet sugar, the inference naturally is that raw sugars will decline also. With raw sugars down, the Canadian market would undoubtedly be affected in a downward direction. There is, however, still a strong statistical position for Cuban raw sugar, as there have been large exports for the week past to the United States Atlantic ports and to Europe, a total of 97,645 tons having been moved

from the Island. These exports have reduced the stocks on the Island to 291,545 tons, as compared with 395,730 tons at this same time last year. It is estimated there is still a balance of crop to be produced, amounting to 80,436 tons, which would bring the total still available up to 371,981 tons, as compared with 441,661 tons last year. This is approximately 12 per cent. of the entire crop of the Island. With Canadian refiners there has been no change during the week, but sugar is decidedly weaker, and lower prices are looked for.

Atlantic extra granulated	9 39
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	9 39
Can. Sugar Refinery, extra granulated.	9 14
Dom. Sugar Refinery, extra granulated.	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Jams, Baking Powder And Tobacco Higher

Toronto

JAMS, BAKING POWDER, TOBACCO.—Higher prices were made effective on Wagstaffe's new pack jams during the week. On strawberry, announcement is made that output is sold up on 16-oz. and 12-oz. sizes. Four-pound pails are quoted at 80c each, 5-lb. pails at 99c, 7-lb. pails at \$1.36. Raspberry jam is quoted as follows:—16-oz., \$3.05 per dozen; 12-oz., \$2.60; 4-lb. pail, 78c each; 5-lb. pail, 99c. Black currant: 16-oz., \$2.95; 12-oz., \$2.50; 4-lb. pail, 74c; 5-lb., 94c each. Baking powder special label is selling at higher prices as follows:—16-oz., \$2.25 dozen; 12-oz., \$2 dozen; 8-oz., \$1.50; 4-oz., 95c dozen. Mephisto lobsters have been advanced to \$3.25 for halves and \$2.15 for quarters. Herbs of former 5c size have been advanced to 90c per dozen, making them now a 10c line; while the former 10c line has been advanced to \$1.20 per dozen, making them a two for 25c line. An embargo placed on the shipment of sulphur from the United States has placed available

stocks at a premium, and has been advanced to \$4.75 per 100 pounds. Epsom salts have been advanced slightly, now selling at \$6.75 to \$7 per 100 pounds. Cross Fish sardines have been advanced to an almost prohibitive cost from first hands. They now cost \$25 per case to the wholesaler, but existing stocks are being disposed of from \$20 to \$23 per case. Briar plug tobacco has been advanced 4c per pound, and is now quoted at 84c. Prince of Wales plug tobacco has been advanced 1c, and is now quoted at 85c per pound. Campbell's soups have declined 10c per dozen to \$1.70 on new pack.

Future Molasses Very Much Firmer

Toronto.

MOLASSES, SYRUPS.—The situation in molasses is decidedly firm, one dealer reporting that business has been booked for future delivery at 2c per gallon higher than prices for spot stocks. Indications point to higher prices on the spot market in the face of this condition. Supplies are very limited, and there is a feeling that there is no telling when additional supplies can be brought into this market. A new commodity known as sugar house syrup has been placed with the local wholesale trade. This is the raw sugar melted to syrup before anything is taken therefrom. Prices will in all probability be in the neighborhood of 60c per gallon to the retail trade. Corn syrup took on some renewed strength during the week in the face of a 20c advance in the price of corn.

Corn Syrup—

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	

Cane Syrups—

Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	6 00
Cases, 2-lb. tins, 2 doz. in case	4 80

Molasses—

Fancy Barbadoes, gal.	0 80	0 82
West India, ½ bbls., gal.	0 46	0 50
West India, 10-gal. kegs.	0 60	
Tins, 2-lb., table grade, case 2 doz.	4 25	
Tins, 3-lb., table grade, case 2 doz.	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	

Canned Salmon Prices At Last Announced

Toronto.

CANNED GOODS.—After waiting anxiously for several weeks for the announcement of new-pack prices on salmon the trade has been at last relieved of the suspense. The prices were expected to rule high, and there has been no disappointment in this connection. One of the surprises has been the comparatively light delivery that will be made. For instance, on 1-lb. sockeye tins there will be only 9 per cent. delivery, and on sockeye halves only 40 per cent. On coho 1's there will be only a 10 per cent. delivery, and coho halves 40 per cent. Pinks 1-lb. talls will have 50 per cent. delivery, and pinks ½'s will be the best delivery of all, being 100 per cent.

Chums 1's will have only 25 per cent. delivery, while ½'s will have 75 per cent. delivery. White spring 1's will carry 25 per cent. delivery, and white spring ½'s 75 per cent. delivery. Prices have not yet been firmly fixed by wholesalers, but it is expected sockeye 1's will be in the neighborhood of \$3.60 per dozen and halves at \$2.15. Some wholesalers withdrew prices on their old stocks entirely pending the establishment of their new selling price. Following prices on salmon are approximate, as they were not firmly established by wholesalers at the time of writing:

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 60	
Sockeye, ½s, doz.	2 15	
Chums, 1-lb. talls	1 95	
Do., ½s, doz.	1 15	
Pinks, 1-lb. talls	2 15	
Do., ½s, doz.	1 25	1 30
Coho, ½-lb. tins	1 60	
Coho, 1-lb. tins	2 60	
Springs, 1-lb. talls	3 15	
Lobsters, ½-lb., doz.	2 85	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gallons, doz.	4 25	4 75
Pineapples, 2s	2 45	2 95
Jam, raspberry, 16 oz., doz.	2 65	3 00
Do., black currant, 16 oz.	2 65	2 90
Do., strawberry, 16 oz.	2 70	3 00
Strawberries, 2s, doz.	3 65	4 25
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	3 25
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 25
Black currants, doz.	3 25	3 45
Red currants, doz.	3 25	3 45
Raspberries, doz.	3 40	3 45

Prunes And Raisins Are In Firm Market

Toronto.

DRIED FRUIT.—Interest continued to centre around prunes and raisins during the week with the wholesale and importing trade. The advance announced last week by the California Raisin Association and also of the Prune Association has shown no signs of weakening. As a matter of fact the Association has guaranteed against a decline in price of raisins up to January 1, 1918. Under the conditions there has been free booking of orders by local wholesalers on raisins. There has perhaps been less criticism of prices here than evidently has been the case in the United States. There seems to be a feeling abroad that retailers and consumers will pay the higher prices, and little thought is given further to the matter. Present prices are accordingly firmly held. Dromedary dates are getting in shorter supply, some wholesalers being already out of the market. There will be no more of these available until the new crop dates come in January. A shortage on wooden boxes for packing California dried fruit has developed into a famine, and fibre containers will in all probability have to be used. Dried peaches were in firm market, and showed an advance of 1c per pound.

Apples, evaporated, per lb.	0 25	0 25
Apricots, choice, 25's, faced.	0 25	0 27
Candied Peels—		
Lemon	0 25	0 27
Orange	0 27	0 33
Citron	0 30	0 33
Currants—		
Filiatras, per lb.	0 23	0 24
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	
Dromedary dates, 3 doz. in case	4 50	
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.	0 10	0 10
Prunes—		
30-40s, per lb., 25's, faced.	0 16	
40-50s, per lb., 25's, faced.	0 15½	
50-60s, per lb., 25's, faced.	0 15	
70-80s, per lb., 25's, faced.	0 13	0 13½
80-90s, per lb., 25's, unfaced.	0 12½	
90-100s, per lb., 25's, faced.	0 10½	
Peaches—		
Standard, 25-lb. box	0 15	
Choice, 25-lb. boxes	0 16	
Fancy, 25-lb. boxes	0 17	
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

Future Teas Are Quoted Very Firm

Toronto.

TEAS.—There is continued firmness in the market for future teas, due to the seriousness in getting shipping space. There has been no change in the prices of teas locally, as spot stocks are a factor that is tending to hold prices steady. One tea man pointed out that as soon as present stocks are exhausted there will in all probability be an inclination to advance prices. Quotations that were made to importers on China greens gave some inkling of what prices can be expected from that quarter. For the lowest grade China green quoted the present cost to import would probably have to be in the neighborhood of 35c per pound. In the United States there has been eager inquiry for tea, as wholesalers are realizing more and more the seriousness of the freight situation.

Pekoe Souchongs	0 42	0 44
Ceylons and Indias—		
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	0 38	
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 38	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Coffee Weaker And Brazil Gets Under

Toronto.

COFFEE.—There was a disposition for the bulls in the coffee market to let their hopes run away that the recent peace proposal of the Pope might bring something definite in the way of peace and so increase the demand for coffee. But these hopes petered out with the submission of President Wilson's reply. One of the factors which then entered into the market and acted as a sustaining influence was the announced decision of

the Brazilian Government to limit Santos receipts from September 1 to 50,000 bags daily. This is stated to be designed to prevent the dumping of too large consignments on the market at one time, and to spread the admitted heavy crop over a longer period. The fact of large stocks still remains, however, and this is keeping coffee at a low level. Locally the situation was unchanged, prices remaining steady and demand fair.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Very Heavy Demand For Spices Develops

Toronto.

SPICES.—Now that the pickling season is in full swing, the demand for spices is reported very heavy, being somewhat surprising in this respect in some quarters. Some coriander seed reached the local market during the week, but shipments were much lighter than was anticipated, and prices accordingly did not recede in the way some dealers anticipated they would. In the primary market there was a firming tendency rather than an easier tone when the lightness of arrivals became apparent. Prices for spices remained unchanged during the week.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's....	0 45	0 50
Do., 80's	0 45	0 50
Do., 64's	0 45	0 50
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Caraway seed, whole	0 75	1 00
Cream of Tartar—		
French, pure	0 60	
American high test	0 65	

Movement Of Rice Crop Reported Late

Toronto.

RICE.—The movement of the new-crop rices in the Southern producing fields is reported late this year, advices from New Orleans stating that receipts were only 50 per cent. of a normal year up to the end of last week. The situation locally continues to be one of strength, due to the recent quotations of the Southern rice millers. Other wholesalers intimated their intention of following the trend of the market upward. Price of tapioca was very firm during the week, an advance of 1c per pound having been recorded in some quarters and even more in others, making the range on sago and tapioca from 14½c to 16c per pound.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	9 00	10 50
Long-grain, fancy, per 100 lbs.	0 12½	
Siam, fancy, per 100 lbs.	7 50	8 50

Siam, second, per 100 lbs.	7 75	8 50
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 00	8 25
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14½	0 16

Shelled Peanuts Go Up 1c Per Pound

Toronto.

NUTS.—An advance of 1c per pound was recorded during the week on Spanish Southern type shelled peanuts. There are, however, some Japanese and Chinese shelled peanuts in the market which are selling at 16c per pound. Prices on other lines of nuts remained unchanged. There has been fairly good booking orders on nuts, and wholesalers anticipate there will be a steadily increasing trade from this time forward, culminating with the big demand for the Christmas trade.

In the Shell—

Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 20
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 40	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California		
Peanuts, Spanish, lb.	0 18	
Do., Chinese, Japanese, lb.	0 16	

Rangoon Beans Still Stand In High Favor

Toronto.

BEANS.—Fears and forebodings existent before the Department of Inland Revenue made a clearly-cut statement with respect to the edibility of Rangoon beans have given way to greater confidence in this food product. The fact that the British Government has purchased enormous quantities of these beans for the soldiers is eloquent of the esteem in which they are held by the military authorities as a food commodity. The Canadian Government has furthermore given them a clean bill of health when they do not comprise more than 20 parts of prussic acid to 100,000 parts. Cooking of the bean is stated to remove any slight traces of this acid that may be in the bean. As a matter of fact there have been no shipments reaching this country that have contained more than 13 or 14 giving evidence that their faith in this bean has not been shaken, as they have shown no desire to hedge in carrying out their contracts. Arrivals of new shipment bean are expected in the near future.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Can. white kidney beans, bush.	10 00	10 50
Rangoons, per bush.	8 40	9 00
Yellow eyes, per bushel	9 60	
Japanese, per bush.	9 00	
Limas, per pound	0 17	0 20

Porridge Wheat Declines 50c Case

Toronto.

PACKAGE GOODS.—A welcome movement was recorded in the price of Robin Hood porridge wheat during the week, a decline of 50c per case having been made effective. Large size 20's are now quoted at \$5.80, and small size 36's are quoted at \$6 per case. Lower prices

were induced by the coming of the new wheat crop, with a consequent decline in wheat values. Other package cereals held steady in price, with demand reported fairly good.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case		4 00
Cornstarch, No. 1, pound cartons		0 12
No. 2, pound cartons		0 11
Starch, in 1-lb. cartons		0 12
Do., in 6-lb. tins		0 13½
Do., in 6-lb. papers		0 09½

Haddock And Cod Now Sell At 8c Pound

Toronto.

FISH.—Demand from the consuming public for the fish with heads off resulted in wholesalers bringing this class into the market during the week with the necessity of increasing the price 1c per pound accordingly, making the price of market cod and haddock 8c per pound. Fairly good supplies of these fish reached the local market during the week in refrigerator cars. Halibut was in light supply, and prices advanced 1c per pound to 20c. Mackerel also took a move upward, and is quoted at 15c per pound, an advance of 3c. Pike has been advanced 2c, making the selling price 12c. Both whitefish and trout were in short supply, and prices advanced to 15c per pound. Swordfish is taking well in the local market and prices held steady at 15c per pound.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipper herring, per box		1 50
Digby herring, bundle 5 boxes		1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks		2 60
Salt mackerel, kits 15 lbs.		2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.		0 20
Halibut, frozen	0 18	0 19
Salmon, B.C., red spring		0 22
Haddock, express, lb.		0 08
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.		0 09
Cod, market, heads off, lb.		0 08
Mackerel, lb.		0 15
Flounders, lb.	0 09	0 10
Swordfish, lb.		0 15

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.		0 12
Whitefish, lb., fresh		0 15
Trout, lb., fresh		0 15
Tullibees, fresh, lb.	0 09	0 10

Tomatoes Coming In Good Supply

Toronto.

VEGETABLES.—There were fairly good arrivals of tomatoes during the week, and quality was in some instances very fine. Tomatoes are showing good size and flavor for most part is excellent. Prices ruled from 35c to 50c per 11-quart basket, with some extra fancy selling as high as 75c per 11-quart basket. New potatoes were in fairly good supply at quotations from \$1.85 to \$2 per bag. Egg plant showed an easier tendency, due to heavy receipts, and was quoted from 50c to 75c per 11-quart basket. Green peppers were in easier market, being quoted from 40c to 50c. Vegetable marrow was also down, being quoted at 20c to 25c per

basket. Green corn on the cob was quoted at 15c to 20c per dozen. Vegetables were in good supply during the week.

Beets, 11-qt. basket	0 25	
Do., bag	1 00	
Beans, green, string, 11-qt.	0 50	0 60
Do., golden wax, 11-qt.	0 50	0 60
Corn, doz.	0 15	0 20
Cucumbers, Can., hothouse, 11-qt. basket	0 20	0 25
Gherkins, 11-qt.	0 60	1 25
Cabbage, Canadian, doz.		0 40
Carrots, new, basket		0 25
Do., bag		1 00
Celery, Mich., doz.	0 40	0 50
Do., Canadian, doz.	0 40	0 50
Eggplant, 11 qt.	0 85	1 00
Lettuce leaf, doz. bunches.	0 30	0 40
Canadian head lettuce, doz.		0 50
Mushrooms, lb.		0 75
Onions—		
Green, per doz. bunches.	0 20	0 25
Spanish, crates	4 00	4 25
Do., half crates	2 25	
Do., Canadian, 75-lb.		2 75
Potatoes—		
New Ontario, bag	1 85	2 00
Green peppers, basket	0 50	0 75
Red peppers, 11 qt.	1 00	1 25
Tomatoes—		
11-qt., No. 1	0 35	0 50
6-qt., No. 1	0 25	0 35
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25
Vegetable marrow	0 20	0 25

Plums Coming In More Plentifully

Toronto.

FRUIT.—Plums were in the market in much more plentiful supply during the week, freestones, such as Bradshaws and Washingtons, having put in an ap-

pearance. Bradshaws in 11-quart baskets were selling at 75c, Washingtons in 6-quart baskets at 35c and Green Clod in 6's at 35c to 40c per basket. Niagaras 11-quart were quoted at \$1 and 6's at 65c per basket. Peaches of the clingstone variety were in good supply also, 6-quart selling from 35c to 75c, and 11-quart at 60c to \$1. Verdilli lemons were easier in price, due to the lack of demand on account of cool weather. Some Delaware Elberta peaches were in the market, and were quoted at \$3.50 in six-basket carriers. California Elberta peaches in boxes were quoted at \$1.65 and in 5-box lots at \$1.50.

Apples—		
Hampers, American	2 75	
Do., boxes	3 00	3 25
Do., Ontario, 11-qt.	0 30	0 50
Bananas, yellow, bunch	2 50	3 50
Cantaloupes, 45s, case	4 50	5 50
Do., 12-15s, case	1 75	2 25
Do., Ontario, 16-qt.	0 60	1 25
Currants—		
Black, 11-qt.	2 25	
Black, 6-qt.	1 25	
Blueberries, 11-qt.	1 75	2 00
Lawtonberries, qt.	0 14	0 17
Oranges—		
Cal. late Valencias	3 50	4 50
Gooseberries, 11-qt.		
Lemons, Cal., case	6 00	7 00
Do., Verdillis, case		7 00
Peaches, Delaware, 6 bkts.		3 50
Do., Ont., 6-qt.	0 35	0 50
Pears, Cal. Bartlett, box.	3 50	3 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 75
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Niagaras, 6 qt.		0 65
Do., 11 qt.		1 00
Bradshaws, 11 qt.		0 75
Washingtons, 6 qt.		0 35
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, September 5.—We are going to see a steadier market, is the opinion expressed by a Winnipeg wholesaler. He points to the fact that there are not nearly so many advances in his price list this month as there were last month. He says: "Take a line like California dried fruits; I would not say they were easier, but I don't think they will go higher, and in some cases there will be a decline, as in the case of prunes, when the new goods arrive on the market. That is a tremendous line of goods. The following good advice on the matter of collections has been sent out by the manager of a Winnipeg wholesale house:

"Most retailers have already this summer had a bigger business than during a good many seasons and as a result book-accounts are fairly heavy. At this time a reminder as to collections won't come amiss.

"Unless unforeseen conditions develop, the West will have a larger wheat yield than last year, but it will be remembered by most that the yield per acre in 1916 was much below the average of preceding years. However, with the present high prices and the prospects of good crops, most every portion of the country is in an ideal position financially. The increased cultivation of coarser grains, and the wheat crop as we believe it is, makes the revenue of the Western farmer very good indeed. The live stock

is excellent both as to condition and price, and the same can be said about dairy products, so that on the whole the West is most prosperous.

"Don't leave over the collection campaign for a later date. This year, of all years, the farmer expects to pay and the merchant should be ready to encourage prompt payment. The more promptly the consumer settles, the easier for the retailer and wholesaler to buy larger stocks of merchandise at present low prices. The consumer should be encouraged to help keep down the high cost of living in your district, and it all gets down, for the present at least, to a matter of early payment. Be the first merchant in your district to collect; now is the time to line up your collection campaign.

"The movement of grain this year may have a big effect on the circulation of money and the district which is able to get cars most easily, will be the best off. Encourage the farmers to ship early, and remember the earlier you make collections, the better your purchasing powers will be in the face of present merchandise problems."

Sugar Shipments Subject To Delay

Winnipeg.

SUGAR.—The situation is harder for Manitoba than for other provinces, as

this is where East meets West, and whereas some refiners are shipping into provinces nearer home, they are not shipping here. One of the Eastern refiners has withdrawn from the market, another is accepting business only subject to delay of a month, and practically all refiners accept business only subject to delay.

Look For Easier Syrup Market

Winnipeg.

SYRUPS.—Some of the trade still insist that on account of the easy condition of the corn market in the United States that we shall not see further advances in starch and syrup, and that the next change will be the other way. The molasses market is said to be the firmest known in years, and prices are expected to go higher.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.	5 28
5-lb. tins, 1 doz. case, per case.	5 68
10-lb. tins, 1/2 doz. case, per case.	6 41
20-lb. tins, 1/4 doz. case, per case.	6 42

White Clover and Lily White—

2-lb. tins, 2 doz. case, per case.	5 78
5-lb. tins, 1 doz. case, per case.	6 18
10-lb. tins, 1/2 doz. case, per case.	5 91
20-lb. tins, 1/4 doz. case, per case.	5 92

Barbadoes Molasses—

In half barrels, per gal.	0 85
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New Orleans Molasses—

Blackstrap, half barrels, wood, per gal.	0 50
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ROGERS SYRUP.

24 by 2 lb. tins, case.	5 25
12 by 5 lb. tins, case.	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case.	5 60
12 by 3 lb. seal glass jars.	4 20

New Currants Are Quoted At 21c

Winnipeg.

DRIED FRUITS.—Lower quotations have gone into effect on prunes in Winnipeg this week. The price for Santa Claras 90-100's is 10 1/2c, in 25 lb. boxes. There should be a gradual falling off in price towards October. Prunes is the only line of California dried fruit with a marked tendency downward, but none of them has a marked tendency upward. New Australian currants are arriving now, and are quoted to the retail trade at 21c. All the old currants, which were quoted as low as 19c, have been cleaned up. It looks as though the only currants available for Canadian trade are those from Australia, and there is a shortage of these.

Santa Clara Prunes—

90-100s, 25-lb. boxes, per lb.	0 10 1/2
80-90s, 25-lb. boxes, per lb.	0 11
50-60s, 25-lb. boxes, per lb.	0 12 1/2
40-50s, 25-lb. boxes, per lb.	0 13 1/2

Oregon Prunes—

100s and over, 25-lb. boxes, per lb.	0 08
90-100s, 25-lb. boxes, per lb.	0 09 1/2
80-90s, 25-lb. boxes, per lb.	0 10
40-50s, 25-lb. boxes, per lb.	0 12 1/2

Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 13 1/2
Apples, 25-lb. boxes	0 14 1/2
Apples, 3-lb. cartons, each.	0 46
Pears, choice, 25's	0 15 1/2

Apricots—

New, choice, 25's	0 25
New, choice, 10's	0 26

Peaches—		
Choice, 25-lb. boxes	0	13
Choice, 10-lb. boxes	0	14
Currents—		
Fresh cleaned, bulk, lb., Australian	0	21
Dates—		
Hallowees, 68-lb. boxes	0	13
Fards, box, 12 lbs.	2	05
Raisins, California—		
16 oz. fancy, seeded	0	12
16 oz. choice, seeded	0	11½
12 oz. fancy, seeded	0	09¾
12 oz. choice, seeded	0	09¼
Raisins, Muscatels—		
3 crown, loose, 25's	0	11
3 crown, loose, 50's	0	10¾
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes...	0	09¾
3 crown, loose, 10-lb. boxes...	0	10¼
Figs—		
Mediterranean, 33-lb. mats	0	07¼

Peas And Beans Continue High Locally

Winnipeg.

DRIED VEGETABLES.—There is no indication yet of cheaper beans being offered to the retail trade as yet. Peas continue high, whole green peas costing \$5.50 to \$5.65 per bushel, and split peas \$11.25 per sack.

White beans, bush.	7	25
California Lima Beans—		
80-lb. sacks	0	17¼
Peas—		
Split peas, sack, 98 lbs.	11	25
Whole green peas, bush.	5	50
Whole yellow, bushel	3	75

Expect Another Advance On Rice

Winnipeg.

RICE.—While there is no change in local quotations on rice, dealers may prepare for further advances to go into effect before long.

Japan, No. 1, lb, 50-lb. sacks....	0	06¾
Japan, No. 2, lb.	0	05¼
Siam, 50-lb. sacks, lb.	0	05¾
Siam, 100-lb. sacks, per lb.	0	05½
Patna, lb.	0	06½
Tapoca, lb.	0	12
Sago, lb.	0	11

New Prices On Salmon Expected

Winnipeg.

CANNED SALMON.—As stated last week, the run of sockeye has been very poor, and it is expected, therefore, that the opening prices, which should be out this week, will be very high. At the time of writing, no definite information had arrived regarding the run of cohoes.

Prospects For New Pack Canned Goods

Winnipeg.

CANNED GOODS.—Dominion Canners, Ltd., have advised the wholesale trade in Western Canada of the following conditions prevailing as regards canned fruit and vegetables:

Beans.—We regret to advise that indications for a pack of beans are not very favorable, and there is every indication of a small pack. **Corn.**—Season is late, but conditions continue favorable; prospects point to a light pack. **Tomatoes.**—Conditions have improved east of Toronto. In the Niagara Peninsula, while there has been an improvement, the crop will be light. In the western peninsula the crops will vary according to the district. Some districts are very good, others very poor. **Raspberries.**—The crop is very light. There will be a pro rata delivery. **Peaches.**—We are looking for a fair crop. **Pears.**—Bartlett's light, Keiffers fair. **Plums.**—Light. **Apples.**—Light.

Wholesalers in Winnipeg state that canned goods have been moving very well, despite the order of the Food Controller. Many dealers were pretty well cleaned up when that order was issued, there being a rush on the part of the consumer to buy canned goods.

The following are typical prices being quoted in Winnipeg on canned vegetables, the quotation for peas being for new pack goods:

Tomatoes, finest Canadian, 2½s.	4	40
Tomatoes, American, 2's	2	95
Corn, first quality, Canadian	3	50
Peas, standard	3	20

Jam Prices

Are Very Firm

Winnipeg.

JAM.—There is a very firm market, and some manufacturers have withdrawn prices. The following are prices being quoted by one house on a well known brand, per tin:

Strawberry jam, 4s, 81½c; raspberry jam, 4s, 76½c; black currant jam, 4s, 76½c; greengage jam, 4s, 71½c; red plum, 4s, 66½c; assorted jam, 4s, 71½c.	
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English Toffee Scarce; Candies May Advance

Winnipeg.

CONFECTIONERY.—As pointed out several times lately, on account of the high cost of sugar and glucose, candies are liable to advance at any time, and wholesalers have great difficulty securing stocks. English toffees are getting very scarce. The following are typical quotations on candies in drums or pails:

Assorted fruit drops, per lb.	0	16
Assorted jellies, in pails, lb.	0	15¾
Caramels, assorted, lb.	0	17
Caramels, chocolate, lb.	0	19¼
Caramels, lady, lb.	0	17½
Chocolate chips, lb.	0	27
Chocolate drops, pails	0	16½
Conversation lozenges, English or French, lb.	0	15½
Cupid whispers, lb.	0	21
Creams, Eureka, 30-lb. pails, lb.	0	20
Golden nuggets, lb.	0	17
Gum drops, best	0	14
Horehound, sticks	0	17½
Jelly beans, lb.	0	17¼
Maple buttons, lb.	0	15¼
Mints, lb.	0	14
Mints, Scotch, lb.	0	19
Mixed, Regal, lb.	0	13½

Corn And Apples Arrive At Winnipeg

Winnipeg.

FRUIT AND VEGETABLES.—New lines on the market include imported corn at \$1.50 per bushel; egg plant at \$2.25 doz.; California Gravenstein apples, \$3 box; Washington apples, assorted varieties, \$2.50 box. Malaga grapes are cheaper by 25c, now being quoted \$3.25 crate. Washington pears are down to \$3 crate. Tragedy plums are \$2 crate. Ontario pears have declined to \$1 per case. Home-grown cabbage is down to 2½c. B. C. crab apples are bringing \$2 per box.

Corn, imported, bush.	1	50
Egg plant, doz.	2	25
Potatoes, new, B.C.	1	25
Carrots, new, bag	3	50
Turnips, new, bag	2	75
Cabbage, homegrown, lb.	0	02½
Cabbage, Cal., lb.	0	03½
Lettuce, leaf, doz.	0	15
Imported mushrooms	1	00
Parsley, home grown	0	40
Peas, green, lb.	0	15
Tomatoes, Ontario, case	1	00

Fruits—

Apples, crab, B.C. Transcendents, box	2	00
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Blueberries, basket, 14 lbs.	2	00
Oranges, Valencias	5	00
Lemons	9	00
Bananas, lb.	0	05
Cantaloupes, flats	2	50
Cantaloups, standard, 45 to case	4	50
Pears, Washington Bartlets, crate	3	00
Plums, Tragedy, crate 4-basket..	2	00
Apples, Southern, bbl.	7	50
Apples, Cal. Gravenstein, box.	3	00
Apples, Wash., assorted varieties, box	2	25
Peaches, crate	1	75
Grapes, Malaga, crate	3	25
Blackberries, crate	4	50
Peaches, Washington, crate	1	60

Fresh Salmon Advances; Further Advance Expected

Winnipeg.

FISH AND POULTRY.—Salmon became scarce at the Coast last week, and as a result the price of frozen jumped to 18c, and fresh to 20c. It was stated that there would be a further advance this week. Halibut is also firmer, bringing 16c. Very little pickerel is arriving. Broilers are by no means plentiful, and are bringing 29c to 30c. Some of the wholesalers are not handling live fowl, confining themselves to storage stuff.

Salmon, frozen	0	18
Salmon, fresh	0	20
Halibut, fresh	0	16
Cod	0	12
Kippers, boxes	2	00
Bloaters, boxes	2	00
Lake trout	0	15
Mackerel, 20-lb. kits	3	00
Finnan haddie, lb.	0	13½
Salt herrings, bbl.	5	50
Salt herrings, 20-lb. pails	1	50
Smelts, extra	0	23
Brook trout, frozen	0	35
Sea herring	0	07½
Poultry—		
Broilers, lb.	0	30

"SUNSWEET"

New Marketing Company Will Handle California Prune and Apricot Crop.

Early this year the new company was incorporated in California under the name of the California prune and apricot growers inclusive. This new company includes in its membership practically 75 per cent. of the prune and apricot growers of the state. The contracts with the growers cover a period of five years. The main idea of the company is to stabilize the price at which these goods are selling by a better regulation of the market and by working in friendly conjunction with the grower and by fixing a price to the jobber to a given date, it is believed that the business may be put on a sounder basis, which will accrue to the benefit of all concerned.

It is the intention of the company too to carry on an extensive advertising campaign with the idea of further popularizing these fruits. They will be marketed under the name "Sunsweet" a name that will be featured in all their advertising campaign.

RECORD SUGAR CROP

The secretary of the Agricultural Society of Trinidad states that cane farmers' returns for 1916-17 showed that the sugar crop was the biggest Trinidad ever had. The total was 70,891 tons, compared with 64,231 tons for the preceding year.

FLOUR AND CEREALS

Flour Goes To A Lower Price

Montreal.

FLOUR AND FEEDS.—Although the price of wheat for the Canadian crop of 1917 has not been fixed yet, and will not be until the Board of Grain Supervisors for Canada meet on Thursday at Winnipeg, there has been practically an actual decline in the price of cash wheat based on the closing figures of the October option on Friday of 20c. per bushel, which is equivalent to \$1 a barrel for flour, consequently millers have felt justified in reducing prices for spring wheat flour \$1 per barrel, making first patents \$12, seconds at \$11.50 and strong bakers \$11.30 per barrel in bags. At this date a year ago prices were \$3.50 per barrel lower than those quoted above when first patents were selling at \$8.50, but on that date the October option in Winnipeg closed at \$1.47½ per bushel, which is 72½c per bushel below what it closed at on August 31, 1917. Trade has been quiet owing to the fact that buyers generally have been holding off expecting lower prices every day, consequently the demand has been chiefly for small lots to meet immediate requirements. But the belief is that very active business will be done now that prices are fixed, as stocks in consumers' and dealers' hands throughout the country are very light. There is no change in the winter wheat flour situation. The market is very strong and quantities on hand very scarce.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	12 00	12 20
Second patents	11 50	11 70
Strong bakers	11 30	11 50
Winter Wheat Flour—		
Fancy patents	13 50	13 60
90%, in wood	12 25	12 35
90%, in bags	5 75	5 90
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 85	

Cereals Show

Several Declines

Montreal.

CEREALS.—In conformity with the decline in flour an easier tendency is noticed in several lines. Graham flour is now quoted at \$5.75 as against \$6.25; rolled oats, \$4.65, against \$5, whole wheat flour \$5.75 to \$5.95 instead of \$6.25, and wheatlets \$6 instead of \$6.50. The unsettled feeling induced by these anticipated changes has held off buying despite the admitted considerable shortages in buyers hands, but this stand-off attitude cannot be maintained much longer as stocks are so low, almost hand to mouth.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75

Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.	5 75	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 50	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 65	4 65
Whole wheat flour, 98 lbs.	5 75	5 95
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	6 00	6 00

Flour Is Down \$1 Per Barrel

Toronto.

FLOUR.—A decline of 20c per bushel in the price of Western spring wheat on Thursday of last week to \$2.20, had the effect of sending Manitoba flour in a downward direction to the extent of \$1 per barrel, making the basis in carload lots now \$11.90 per barrel. The decline in wheat was due to the coming of new crop and to the probability that the Government will establish a maximum price for cash wheat of \$2.20 per bushel. Actual announcement had not been made at the time of writing of an established price to be paid by the Government but the milling trade quite generally looks for the price to be in the neighborhood of \$2.20 and the decline in the wheat market was in conformity with this prevailing opinion. A heavy demand for flour is reported by milling concerns. Ontario winter wheat flour showed a tendency to level upward to the price for Manitoba being quoted from \$11 to \$11.30 per barrel on carload basis and on mixed car basis.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11 90	\$12 10
Second patents	11 40	11 60
Strong bakers	11 20	11 40
Ontario Winter Wheat Flour—		
High patents	\$11.00-\$11.30	\$11.20-\$11.50
Second patents	10.70-11.00	10.90-11.20

Rolled Oats And Oatmeal Go Down

Toronto.

CEREALS.—There was an easier tendency in the market for rolled oats and oatmeal during the week due to the declines in oats by reason of the good crop. Rolled oats are now quoted from \$4.25 to \$4.30 per bag and oatmeal from \$4.0 to \$4.75 per 98-lb. bag. Rolled wheat was down 50c per barrel, wheatlets were down 60c, yellow split peas 25c down. Pearl barley declined 25c and pot barley 20c. Demand for cereals is reported much better during the week.

	Less than car lots	Car lots
Barley, pearl, 98 lbs.	6 75	7 25
Barley, pot, 98 lbs.	4 80	5 50
Corn flour, 98 lbs.	6 25	6 60
Cornmeal, yellow, 98 lbs.	5 75	6 15
Farina, 98 lbs.	5 90	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.	6 65	6 65
Hominy, pearl, 98 lbs.	6 65	6 65
Oatmeal, 98 lbs.	4 70	4 75
Rolled oats, 90-lb. bags	4 25	4 30

Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	5 90	6 50
Peas, yellow, split, 98 lbs.	9 75	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Millfeeds Steady; Big Demand Keeping Up

Toronto.

MILLFEEDS.—Millfeeds were in strong demand during the week, consumption of shorts being particularly good with bran running a close second. There is some export business to the West Indies reported. Prices held steady at the quotations of last week, the decline in wheat as yet making no difference.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35-\$36	\$37-\$38
Shorts	40-43	42-45
Special middlings	50	52
Feed flour, per bag		3.05-3.60

Flour Business Quiet; Waiting For Wheat Price

Winnipeg.

FLOUR AND FEED.—The price for new crop wheat had not been fixed in Canada at time of writing, and this new price was not expected until Thursday, September 6. The feeling here is that it will be on a parity with the American price, which is \$2.20 per bushel. As a result of this delay in fixing the price, business in flour is practically at a standstill, everybody waiting to see what will happen. There was a decline of 50c noted early in the week, bringing the price to \$11.50. Rolled oats are still at \$3.75 for bulk, and the market is steady, although there is some uneasiness owing to the late arrival of new crop oats, which are two weeks later than usual. The corn market, which took a drop two weeks ago, is firming again, but cornmeal in Winnipeg is cheaper, being quoted at \$5.50. Millers are having more difficulty than ever making deliveries on feeds, for which the demand is heavy. There is no change in price, however.

Flour—

Best patents	11 50
Bakers	11 00
Clears	10 40

DOUBLE WAR-BREAD OUTPUT

The sale of "war bread" by the bakers of Woodstock, Ont., has proved a great success; so much so, in fact, that it looks as if "war bread" is on the market to stay. There was such a demand for the bread that the bakers were called on recently to double their output. The bread sells for the same as the white—ten cents a loaf. The composition is as follows: White flour, 50 per cent.; whole-wheat flour, 30 per cent.; oatmeal, rice, flour and corn flour, approximately 7 per cent. each.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Sept. 4.—Flour has dropped 50c per barrel. Catelli's macaroni advanced 70c per case. Bordeaux shelled walnuts are now quoted at 60c, and Valencia stelled almonds at 46 cts. Peas, 2's, have advanced to \$3.75 per case. Aunt Jemima's pancake flour advanced \$1 per case. Pure fruit jam with apples, No. 4's, are \$6.50 per case. Small white beans can still be had at 13c to 15c per pound, and are quoted to arrive at 11½c. Lemons are \$9 per case. Eggs are \$12 per case. A decline on sugar is looked for.

CALGARY:

Beans, small white, Japan, lb...	0 13	0 15
Flour, No. 1 patents, 98s per bbl.	12 10	12 10
Molasses, extra fancy, gal.....	0 82	0 90
Rolled oats, 80s	3 25	3 25
Rice, Siam, cwt.	7 50	7 50
Tapioca, lb.	0 13	0 13
Sago, lb.	0 13	0 13
Sugar, pure cane, granulated, cwt.	10 50	10 50
Cheese, No. 1 Ontario, large.....	0 25½	0 25½
Butter, creamery, lb.	0 44	0 44
Do., dairy, lb.	0 31	0 31
Lard, pure, 3s, per case.....	16 50	16 50
Eggs, new laid, case	12 00	12 00
Tomatoes, 2½s, standard case....	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case.....	3 75	3 75
Apples, gals., Ontario, case.....	2 65	2 85
Strawberries, 2s, Ontario, case....	5 50	5 85
Raspberries, 2s, Ontario, case....	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75	4 75
Lemons, case	9 00	9 00
Salmon, pink, tall, case.....	8 50	8 50
Salmon, Sockeye, tall, case.....	12 75	12 75

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sept. 4.—Harvesting operations are about half completed. Threshing has started, and new wheat is arriving in elevators. The wheat yield will be about fifteen bushels to the acre. Threshers may secure canned goods for their outfits by filling out permit forms and sending them to Ottawa. There has been considerable falling off in demand for canned goods as a result of the prohibition of sale by retailers. On September 1st Regina dealers advanced the price of milk 1c per quart, and it now retails at 12½c per quart, or twenty pint tickets for \$1.25. This increase is said to be due to the difficulty in securing labor and the high price of everything to do with the dairy industry. There is an advance of 1c per pound on fresh halibut, salmon and codfish from the coast. Molasses is now 59c per gallon.

REGINA—

Beans, small white Japan, bu...	7 25	7 25
Beans, Lima, per lb.	0 22	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00	12 20
Molasses, extra fancy, gal.	0 59	0 59
Rolled oats, bails	4 50	4 50
Rice, Siam, cwt.	5 85	5 85
Sago and tapioca, lb.	0 13¼	0 13¼
Bacon, smoked backs, lb.....	0 30½	0 30½
Bacon, smoked sides, lb.....	0 30	0 30
Sugar, pure cane, gran., cwt....	10 12	10 12
Cheese, No. 1 Ontario, large.....	0 24½	0 24½
Butter, creamery, lb.	0 40	0 40
Lard, pure, 3s, per case.....	16 30	16 30
Bacon, smoked sides, lb.....	0 32	0 32
Bacon, smoked backs, lb.....	0 30	0 30
Eggs, new-laid	0 37	0 37
Pineapples, case	4 75	5 35
Tomatoes, 3s, standard case.....	4 50	4 50
Corn, 2s, standard, case.....	3 75	3 75
Peas, 2s, standard, case	3 45	3 45
Apples, gals., Ontario	2 50	2 50
Strawberries, 2s, Ont., case.....	5 75	5 75
Raspberries, 2s, Ont., case.....	5 45	5 45
Peaches, 2s, Ontario, case.....	3 75	3 75
Salmon, finest sockeye, tall, case.	14 50	14 50
Salmon, pink, tall, case	8 75	8 75
Pork, American clear, per bbl....	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Sept. 4.—A decline in Manitoba flour occurred to-day when prices went down 95c per barrel, making the basis now \$12.95. Ontario flour was reduced only 20c, and is now selling at \$12.65 per barrel. American clear pork has again advanced, and is now quoted at \$54 to \$57. Salmon pink tall are off the market, and the only salmon available locally is a small quantity of chums at \$7.50 to \$8 per case. Evaporated apples are stronger at 13c to 13½c. Messina lemons are lower at \$7 to \$8 per case. California lemons are off the market. Nova Scotia apples are now arriving and are being quoted at \$2 to \$4 per barrel. Potatoes are firmer owing to delay in arrival of stocks, quotations being made at \$1.25 per bushel.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 95	12 95
Ontario	12 65	12 65
Cornmeal, gran., bbls.....	13 50	13 50
Cornmeal, ordinary, bags	4 50	4 50
Molasses, extra fancy, gal.	0 76	0 77
Rolled oats, bbl.	10 25	10 25
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	8 00	8 25
Sago and tapioca, lb.	0 16	0 17
Sugar—		
Standard granulated	9 50	9 55
No. 1 yellow	9 00	9 05
Paris lumps	10 75	11 00
Cheese, N.B., twins	0 23	0 24
Eggs, new-laid	0 47	0 47
Eggs, case	0 41	0 42
Breakfast bacon	0 33	0 35
Butter, creamery, per lb.....	0 47	0 47
Butter, dairy, per lb.	0 45	0 45
Butter, tub	0 40	0 44
Lard, pure, lb.	0 27½	0 28
Lard, compound	0 21¼	0 22
American clear pork	54 00	57 00
Beef, corned, 1s	4 25	4 25
Tomatoes, 3s, standard, case.....	4 70	4 70
Raspberries, 2s, Ont., case	5 40	5 40

Peaches, 2s, Ontario, case.....	4 30	4 30
Corn, 2s, standard case	4 30	4 30
Peas, 2s, standard case	3 50	3 50
Apples, gals., N.B., doz.	3 50	3 50
Strawberries, 2s, Ont., case.....	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, pink, tall, case	8 25	8 50
Salmon, Chums	7 50	8 00
Sardines, domestic, case	6 00	6 00
Cream tartar	0 58	0 60
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12¼	0 12¼
Raisins, fancy, lb.	0 12½	0 12½
Raisins, seedless, lb.	0 15	0 15
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 13	0 13½
Evaporated apricots, lb.	0 21	0 21
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	8 00
Lemons, Cal., box	10 00	10 00
Oranges, Cal., box	4 50	5 50
Pears, Cal.	4 00	4 50
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 75	3 50
Grapefruit, per case	6 00	7 00
Apples, American, bbl.	8 00	9 00
Apples, N.S., bbl.	2 00	4 00
Potatoes—		
New, native, bushel	1 25	1 25
Tomatoes, Ont., basket	1 00	1 00
Cucumbers, doz.	0 20	0 25

PRODUCE AND PROVISIONS

(Continued from page 46.)

accordance with cost—No. 1 creamery in cartons is selling at 41c, and in some cases at only 40c. Dairy butter has had a more active demand. Cheese prices are unchanged.

Hams—

Light, lb.	0 30	0 30
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27

Bacon—

Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 36
Backs, regular	0 34	0 34

Dry Salt Meats—

Long clear bacon, light.....	0 26	0 26
Backs	0 26	0 26

Barrelled Pork—

Mess pork, bbl.	45 00	45 00
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Lard, Pure—

Tierces	0 26	0 26
20s	5 50	5 50
Cases, 5s	16 12	16 12
Cases, 3s	16 20	16 20

Lard, Compound—

Tierces	0 20¼	0 20¼
Tubs, 50s, net	10 38	10 38
Pails, 20s, net	4 40	4 40

Fresh Eggs—

New laids	0 39	0 39
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Cheese—

Ontario, large fresh	0 24	0 24½
Manitoba, large, fresh	0 22½	0 23

Butter—

Fresh made creamery, No. 1 cartons	0 41	0 41
Fresh made creamery, No. 2..	0 40	0 40

RUBBER IMPORTS TO UNITED KINGDOM LICENSED

Rubber manufactures will now be admitted to the extent of 15 per cent. of the amounts imported into the United Kingdom in 1916.

Geo. M. Waterhouse & Company, wholesale teas and coffees, has dissolved. A. Aubry, grocer, Montreal, Que., has sold out.

PRODUCE AND PROVISIONS

Dismay Over Hogs Passing

Montreal.

PROVISIONS.—The feeling of dismay first experienced by packers over the decision of the British Government that no more Canadian hogs would be required seems to be passing away, and although prices dropped \$2.50, there has since been a sharp reaction, and the market is very stable. It is now believed that the United States will take care of the 20 per cent. of the export cut off by the British embargo, especially as Chicago receipts show a considerable falling off in American hogs. So far as bacon, ham and lard are concerned, these have not been ruled out of the market by the British Government, but U. S. shippers are to get the preference owing to the readiness of the latter to finance the shipments, while as to the private buying on the part of British importers it is claimed that the home prices are too high. These set-backs, however, are not being felt by packers as yet owing to the home consumption being good and stocks in hand light. No change is reported this week in any line except lard, which with a good demand had advanced ½c, making tierces 26c.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.		0 43
Hams, roast, per lb.		0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.		0 26
Tubs, 60 lbs.		0 26½
Pails		0 26½
Bricks, 1 lb., per lb.		0 27½
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¼
Bricks, 1 lb., per lb.		0 23

Poultry Demand Is Reported On Increase

Montreal.

POULTRY.—The demand continues at the strength noted last week and poultry houses are very satisfied with the business doing. In fact, they would only be too pleased if there were three meatless days instead of two. One merchant stated that he had not been looking forward to the early fall trade owing to the general war strain all the way round, but with these developments going on, the situa-

tion was very good from his point of view. With increased consumption and receipts and stocks not over-heavy, the market keeps firm. Young ducks are quoted 3c higher, while the top price on turkeys has advanced 1c.

Poultry—		Dressed
Old fowls		\$0 21
Chickens, milk-fed, crate fattened, lb.	0 25	
Old roosters	0 16	
Roasting Chickens	0 28	
Young ducks	0 30	
Turkeys (old toms), lb.	0 30	0 32

Increased Inquiry For Eggs For Export

Montreal.

EGGS.—One of the features of the week in the egg situation was the increased inquiry from English importers, but as the prices bid were below packers' views, no great volume of business was done. Another feature was the decided falling off in local receipts for the week, which show a decrease of 8,000 cases, as compared with the previous week, and a decrease of about 4,000 cases with the same period last year. The total receipts for the month of August were 28,505, as against 44,066 for last year, showing a decrease of 15,561 cases, of which 2,566 came from the United States. These decreases are very remarkable, and show how future prices will rule unless unforeseen conditions arise. There has been no important change in the market during the week. The demand has been good for domestic consumption, and prices for all grades, with the exception of No. 1's, have ruled firm. No. 1's have weakened 1c and are now quoted at 43c.

Eggs—		
New laid, specials		0 52
Selects		0 48
No. 1's		0 43
No. 2's		0 40

Old Cheese Goes Up 1c Per Pound

Montreal.

CHEESE.—There was, if anything, a slightly easier feeling in cheese during the week, and at several of the country boards prices declined a fraction, but the easing tendency was not strong enough to affect prices here. Receipts of cheese for the week were smaller than that for the same week last year, while the total receipts for August were 319,484 boxes, as against 362,301 for the same month last year. The receipts for the week ending September 1 was 69,681 boxes, which show a decrease of 7,597, as compared with the previous week, and a decrease of 200 boxes as compared with the same week last year; while the total receipts since May 1 to date show a decrease of 207,200 with the same period last year. These figures are worthy of close attention on the part of buyers, for

of a continuance of the decrease will affect the market seriously. The movement on the part of various factories to urge upon the Imperial Cheese Commissioner the necessity of requesting the British Government to increase values on the ground of increased cost of production and naming the price at 24c is rapidly gaining strength. Quotations locally remain unchanged, except that fancy old cheese has advanced 1c.

Cheese—			
Large (new), per lb.	0 22		0 22½
New twins, per lb.	0 22		0 22½
Triplets, per lb.			0 22½
Stilton, per lb.	0 25		0 30
Fancy, old cheese, per lb.	0 30		0 31

Speculative Buying Causes Butter Uncertainty

Montreal.

BUTTER.—Little change is noted in the butter situation, barring the fact that recent speculative buying has induced a rather uneasy feeling. It is considered that these sales were carried above both local and export requirements, but it may be that the reported shortage in Great Britain had something to do with it, or it may have been the influence of New York, where heavy speculation has lately taken place. Apart from this, the only interesting feature of the markets are the receipts. These have been over 5,800 packages smaller than the previous week, and over 2,300 packages short of the same period last year, while the total receipts for August were only 33,617, compared with 66,939 last year.

Prices at the various boards during the week show no change. The local market has been fairly steady, with a normal demand, and prices have been practically unchanged. Dairy in tubs has fallen 1c, making the quotation 38c; but on the other hand, bakers have advanced 1c to 2c, making the quotations 36c to 37c.

Butter—			
Creamery prints (fresh made)...	0 43½		0 44½
Creamery solids (fresh made)...	0 43		0 44
Dairy prints, choice, lb.			0 40
Dairy, in tubs (choice)			0 38
Bakers	0 36		0 37

New Crop Honey Arrivals Are Light

Montreal.

HONEY.—There has been no important change in the condition of the market for honey during the week. Supplies of the new crop are coming forward very slowly, which is attributed to the fact that the farmers are all very busy harvesting their crops, and until they are through with this work no marked increase in supplies is expected. There is a good inquiry for white clover strained honey, but the volume of business on the whole has been quiet, with

prices unchanged. The market for maple products has continued very quiet, without any important feature to note. The demand is limited, but as stocks are also light, the feeling is firm, and prices are fully maintained.

Honey—

Buckwheat, 5-10 lb. tins, lb...	0 12	0 12½
Buckwheat, 60-lb. tins, lb.....	0 12	
Clover, 5-10 lb. tins, per lb....	0 14	
Clover, 60-lb. tins	0 13½	
Comb, per section	0 15	0 16

Maple Product—

Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.....	0 16	0 17

Hams Higher; Live Hogs Up

Toronto.

PROVISIONS.—The reported embargo on the shipment of bacon into England as yet has had no apparent effect on the local market. Commission men are of the opinion that there will be no absolute embargo placed on the shipment of bacon as the meat is required abroad. The recent rumors, however, seem to point toward the establishment of a central purchasing agency such as that for cheese, where the purchasing price was established. This may presage a lower price as it did in the case of cheese. In the meantime, however, prices of meats are holding steady, advances having been recorded in hams in certain quarters of 1c per pound. In the cooked meats there was also a decided upward tendency, roast hams and roast shoulders being quoted 2c per pound higher. Live hogs were on the upward trend again, fed and watered being quoted at \$17.50, and off cars at \$17.75 per hundred pounds. There was an easier tendency in dressed hogs, prices running from \$25 to \$26 per hundred. There was a firm market for pure lard during the week in the face of a renewed demand, some heavy sales having been reported. In compound lard there was a shading of prices during the week down to 20¼c tierce basis in the desire to get business, although the undertone is one of strength due to the firm market for cottonseed oil. Compound lard is also in good demand.

Hams—

Medium, per lb.	0 32	0 33
Large, per lb.	0 25	0 28

Bacon—

Plain	0 34	0 39
Boneless, per lb.	0 41	0 42

Bacon—

Breakfast, per lb.	0 34	0 36
Roll, per lb.	0 29	0 30
Wiltshire (smoked), per lb.	0 31½	0 33½

Dry Salt Meats—

Long clear bacon	0 26½	0 27
Fat backs, lb.	0 26	0 27

Cooked Meats—

Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 46	0 48
Shoulders, roast, per lb.	0 43	0 45

Barrel Pork—

Mess pork, 200 lbs.	49 00	49 50
Short cut backs, bbl., 200 lbs.	50 00	51 00
Pickled rolls, bbl. 200 lbs.	46 00	50 00

Lard—

Pure tierces, 400 lbs., per lb....	0 25¼	0 25½
Compound tierces, 400 lbs., lb.	0 20¼	0 21
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		

Hogs—

Dressed, abattoir killed	25 00	26 00
Live, off cars	17 75	

Live, fed and watered	17 50	
Live, f.o.b.	16 75	

Butter Is Easier; Pasture Now Good

Toronto.

BUTTER.—There was an easier undertone to creamery butter prices during the week, although no actual decline in prices was recorded locally. Competition between export buyers and local buyers recently in Montreal had the effect of putting considerable firmness into the commodity, but with the vanishing of this competition an easier feeling is prevalent. Furthermore, the pasture throughout Ontario is reported in excellent shape at the present time and the flow of milk is increasing. Dairy butter is scarce, as farmers' wives have not been devoting their attention to buttermaking as much as usual in the face of good prices for cream. Advices from England state that it is feared that much higher prices will prevail there during the coming winter, and local prices may reflect this condition later on.

Creamery prints, fresh made...	0 44	0 46
Creamery solids	0 43	0 44
Dairy prints, choice, lb.	0 42	0 44
Dairy prints, lb.	0 37	0 41

Storage Eggs Are Beginning to Come In

Toronto.

EGGS.—Production of eggs is reported as improving, commission men noting the arrival of heavier receipts during the week. There was a decline in the price being paid by commission men at country points during the week of 2c per dozen, making the price which the leading dealers are paying around 40c per dozen. This condition denotes an easier tendency in the local market, although prices had not receded at the time of writing. Some storage eggs have been put on the market as prices now prevailing have been attractive enough to draw them from their lair. Stubble feeding and comparatively cooler weather is having a beneficial effect on production.

Eggs—

New laid, cartons	0 54	0 55
New laid, ex-cartons	0 50	0 53
No. 1, ex-cartons	0 47	

Cheese Prices Were Maintained

Toronto.

CHEESE.—There was a steady market for cheese during the week at the advances noted last week. The price at the cheese boards continues to be well up toward the price established by the Cheese Purchasing Commission. Several boards of trade in different parts of the country have petitioned the Commission that a higher price be established owing to the increased cost of making cheese. Whether anything will come of this petition remains to be seen. In view of this situation, prices were firmly maintained during the week. Old Stilton cheese is now entirely off the market.

Cheese—

New, large	0 22½	0 23¼
Stilton (new)	0 24	0 25¼

Good Demand for Poultry Stock Now

Toronto.

POULTRY.—There has been a very good demand for poultry during the week and supplies have not been over plentiful. Commission men were accordingly ready buyers of anything that was offered at firm prices. Receipts of poultry have fallen somewhat during the harvest time, as farmers have been too busy with other work to give attention to shipment. Prices remained steady at quotations hereunder:

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 14	0 17
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 18	0 20
Hens, fresh, dressed, per lb....	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over..	0 25	0 30
Squabs, dozen	4 00	
Prices quoted to retail trade:—		
Hens, dressed	0 22	0 25
Ducks, dressed	0 22	0 25
Chickens, live	0 22	0 25
Do., dressed	0 30	0 32

Quebec Honey May Come in Near Future

Toronto.

HONEY.—Reports that came in during the week do not indicate any brighter prospects for the honey crop than that recently given. Conditions all point to a light crop, with prices firmly maintained. Some Quebec honey was expected to reach the local market during the week. Honey in the comb is quoted from \$2.25 per dozen for No. 3, to \$2.50 for No. 2, and \$2.75 to \$3.25 for No. 1. In No. 1 honey there is sometimes quite a variation in the weight of the combs which accounts for the range in price. Maple syrup remained unchanged.

Honey—

Clover, 5 and 10-lb. tins.....	0 15	0 16
60-lb. tins	0 14½	0 15
Comb, No. 1, doz.	2 50	3 25
Maple Syrup—		
8-lb. tins	1 25	
Gallons, Imperial	1 75	

Hogs Down Again Pure Lard Up 1c

Winnipeg.

PRODUCE AND PROVISIONS.—The market on live hogs declined to 16c last week-end, and the feeling among wholesale men is that it will remain firm for the next few weeks, as the run has been comparatively light. Provision prices remained unchanged during the recent big fluctuations, but pure lard had advanced a half cent., and is now selling on a basis of 26c for tierces. Eggs—Shippers were receiving a cent up from the previous week at time of writing, but the price of No. 1 candled was unchanged—39-40c. Creamery Butter—The same conditions apply as the previous week, i.e., there is not much activity. The markets are easier in the East, and this is having effect locally among dealers. Factories are holding out at prices now above the market, consequently little business has been done. The factories are being paid 39c to 40c. The price to the retail trade is not in

(Continued on page 44.)

WHEN THE LATE FRUITS ARRIVE

We have every reason to believe, in view of all the publicity given the subject of preserving, that the housewife is going to put up all the available late fruits. This means to you more sales of



LANTIC PURE CANE SUGAR

Glass Jars
Jelly Glasses
Jar Rings

It is to our mutual interests and the interests of the country that we do everything possible to encourage the preserving idea. Public spirit and private economy should influence the housewife to give this question serious consideration.

Lantic Sugar is the best for preserving.

ATLANTIC SUGAR REFINERIES, LIMITED
Montreal, Que.

Sunset Soap Dyes

Safe to Sell——Sure to Satisfy

The popularity of these successful home-dyes is due to their cleanliness, beautiful, lasting colors, and low price. They are safe to sell, because sure to satisfy. Your customers will buy them, as soon as you display them. Sunset Soap Dyes give the best results with least trouble. No washing necessary, before dyeing the goods—cotton, wool, silk, and other materials may be

dyed in the same bath—all will come out exactly the same shade and depth of color. There are no acids in these wonderful dyes—they will not injure fine fabrics. Colors are absolutely fast. You can sell Sunset Soap Dyes, for they instantly appeal to customers. Try a small assortment and develop a big seller with a wonderful turnover.

FOR PRICES AND TRADE DISCOUNTS WRITE

Canadian Distributors: HAROLD F. RITCHIE & CO., LIMITED

TORONTO : : : ONTARIO

Manufactured by SUNSET SOAP DYE CO. Inc., New Rochelle, N.Y.

MACLEAN'S

FOR SEPTEMBER

is a magazine of the very best type and rank. It is made for Canadians, and so has a value and appeal to Canadians possessed by no other magazine in the world. MACLEAN'S circulation is getting greater each month. It is now 50% larger than a year ago. The inference is inevitable.

Northcliffe

Lord Northcliffe will be a contributor to the September MACLEAN'S. The general theme of his article will be Canada's position at the present time in relation to the war and to the Empire afterwards. Be sure to read what the brilliant and dominant man has to say about our country. Get an outsider's viewpoint.

MacLean

John Bayne MacLean, publisher, editor, publicist, clear-seeing and far-seeing, has another strong article in the September MACLEAN'S. Colonel MacLean has proved himself to be as clear-sighted as Kitchener in many matters pertaining to the present war; and he is doing a needed work now in THE FINANCIAL POST and other newspapers, to arouse Canadians to a proper sense of the perils that lie ahead.

Ronald

Another smuggling revelation!

A certain Canadian town offered a big bonus to a factory. An American supplied the desired factory, smuggled into Canada the whole plant required,—and was afterwards found out and brought to book. J. D. Ronald tells the whole amazing story in the September MACLEAN'S. Mr. Ronald is contributing to MACLEAN'S a series of Canadian "inside" smuggling stories—true ones. This is great stuff.

Leacock and Laut

Stephen Leacock and Miss Agnes C. Laut are contributors as usual to the September MACLEAN'S. Leacock's humor is bubbling, sparkling and refreshing—like spring water. Miss Laut provides another of her well-informed vigorous, and revealing articles on a phase of the war in relation to Canada and the United States. Miss Laut makes us think and wonder!

Jacobs and McGrath

W. W. Jacobs contributes one of his inimitable short stories to the September MACLEAN'S. "Their Wives Went Along." Harold McGrath, world famous story-writer, who wrote "The Man on the Box," provides a complete novelette. It is a story of adventure and mystery.

Allenson and Moorhouse

A. C. Allenson contributes a short story, "A Flutter in Diamonds;" and Hopkins Moorhouse, "Their Tents like the Arabs." These two men are Canadians—winning fame, and adding lustre to Canada's record for producing short story-writers of the first-class.

Hendryx

James B. Hendryx's serial, "The Gun Brand," continues in the September MACLEAN'S. A great story of the Canadian Northwest. The Movie-makers are filming Hendryx's work. So you can be sure that he's writing the right sort of stuff.

Women and Their Work

This is the title of a new department in MACLEAN'S. In the September issue, this department will contain:

Reducing my household cost.

The Care of the Child—an article by Dr. George E. Smith.

A sketch of Mrs. W. M. Davidson, a prominent Western woman, engaged with her husband in editing the Calgary Albertan.

Cooking the Cheaper Cuts,—an article on economy in the kitchen.

This new department will prove of first-class interest to all women.

Review of Reviews

One of the best liked and most valuable features of MACLEAN'S MAGAZINE is its Review of Reviews Department where the best and most significant articles appearing in current literature are condensed for the busy reader, and for the one who wants to know what other magazines are printing. Here one gets a cross-section of the world's best thought.

At All

Newsdealers

15 cents

The "Elgin" is the best mill for your coffee counter

Thirty years' actual usage has made the Elgin the most popular coffee mill in Canada.

There's a reason for this. *It costs less, grinds faster, runs easier, is stronger and better finished than any other mill on the market.*



No. 40

The Elgin can be regulated while running to suit your patrons' requirements.

Write for Catalog showing the many different models. A postcard will do.



No. 35

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

The Call for Low-Cost Foods Means Raisins

Use your windows to display *your raisins*.

High food values in concentrated forms are the *necessities* in food to-day. That means, raisins, *for raisins* are 76% fruit sugar—pure energy-producing *food*. We have advertised this fact to millions for three years.

Use this advantage, and *display your raisins*. Extensively advertised Sun-Maid Raisins—the brand most women know—make the most powerful appeal. Begin to-day. Put in a "Sun-Maid window."

California

Sun-Maid

Raisins

Seeded (seeds removed); Seedless (without a seed); Clusters (on the stem). Order all three varieties including Sun-Maid Vineyard Run Clusters (50 and 100-lb. boxes), and "tray pack" Sun-Maid Layers, a new package that prevents waste. Send for reproduction of model window display.

California Associated Raisin Co.

Membership, 8000 Growers

Fresno, California.



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
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Freemans
FOOD PRODUCTS
Watford



The Keating Calendar

Keating's Insect Powder is in demand all year round. Order now for present and future requirements

OCTOBER, NOVEMBER, DECEMBER,
JANUARY, FEBRUARY, MARCH.

In the home Keating's will be continually in requisition against Bugs and Roaches. Hunting parties in October will carry Keating's into their camps.

APRIL AND MAY.

House cleaning and the time for putting away winter furs and blankets. Moths now appear. Mosquitoes likely to become a pest in May and remain until the warm, dry weather.

JUNE, JULY AND AUGUST

Summer holiday season, Keating's in demand, when locking up the house, as a protection against moths in the furniture, carpets and draperies. Flies, Fleas, Ants and Mosquitoes in general evidence and a particular worry in summer camps and cottages.

SEPTEMBER

Flies are most tenacious. To kill or drive them out of doors use Keating's as a fumigant. Extra precautions also necessary against Bugs, Roaches and Ants.

Made by

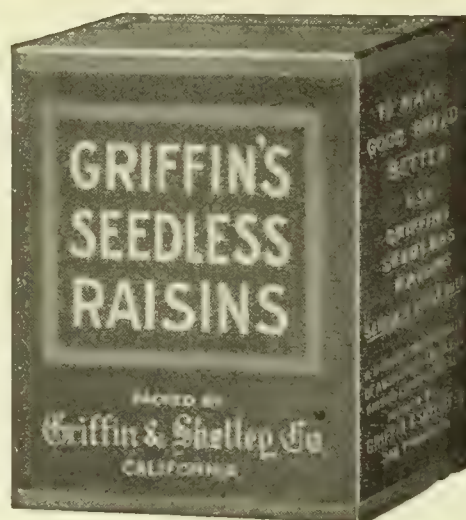
Thomas Keating
London, England
Established 1788

Sole Agents in Canada

Harold F. Ritchie Co., Ltd.

10-12-14 McCaul St., Toronto

Wholesome Nutritious
Clean



Griffin's Seedless Raisins

Sell them by the dozen.

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and
the package.

You will stock this line
some time. Why not now?

Manufactured by
THE B & L MFG., CO. Ltd. -

SHERBROOKE

Mention This Paper When Writing Advertisers

Twines
and
Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
may always
be had by order-
ing our brands.*

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

The best
Orange Marmalade

is

Wethey's

Are you selling it?

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Superior quality is the foundation of Furnivall popularity.

Every sale brings another and another, and the grocer's profits steadily increase.

Are you well stocked?

FURNIVALL-NEW, Limited
Hamilton, Canada

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing $\frac{1}{4}$, $\frac{1}{2}$ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

W. C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

**In your Locality
are many**

Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

**SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.**

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

S 46



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem, than

Windsor
Table
Salt
Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED

Tell your jobber you want Cow Brand

Join the other quality grocers who are ringing up good big profits by handling this proven favorite.



Church and Dwight

LIMITED

Manufacturers

MONTREAL



They Buy It Constantly

Most housewives find Wonderful Soap so satisfactory in every respect that they buy it continually.

You can profit by this. Put in an attractive window display to-day and link up with Wonderful Soap popularity. It's worth while.

A good line to feature is "Crystal Soap Chips."

Guelph Soap Co.
Guelph, Ont.

Show Barnes Grape Juice every day.

Once your customers get to know how very good this Pure Concord Product really is your sales will grow and your profits increase.

The
**Ontario Grape Growing
and Wine Mfg. Company**
ST. CATHARINES, ONTARIO





They can't get enough fish

The high cost of pork and beef—the meatless Fridays inaugurated by our Food Controller—his campaign to educate Canadians to the food advantages of fish—all these circumstances are working for greater fish sales. By featuring

BRUNSWICK BRAND

the Perfect Sea Food, you can do your share towards satisfying the almost insatiable demand that is growing up. While the public is in the mood to buy fish is the time to advance the claims of Brunswick Brand. You'll find that with very little urging these excellent sea foods will bring you many a dollar, and will give that full satisfaction that builds steady business.

The present great demand for fish is your opportunity for profit. Make the most of it by supplying these Brunswick Brands:

¼ Oil Sardines
Kipperd Herring
Herring in Tomato Sauce
Finnan Haddies
(Oval and Round Tins)
Clams

Connors Brothers
Limited
Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars. 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ½-lb. tins, doz....	2.45
Perfection, ¼-lb. tins, doz....	1.35
Perfection, 10c size, doz....	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36



Over The Heads of All Competitors

in excellence and uniformity of quality is the history of

SURPRISE SOAP

for more than 30 years. Is this not a record to be proud of and does it not go to prove that all the various new brands that have come and gone during that time were ill-conceived time wasters for everybody who had to do with them?

Does it not suggest too that there is only one Soap for you to stand by and purchase?

THE ST. CROIX SOAP MANUFACTURING COMPANY
ST. STEPHEN, N.B.

Montreal

Toronto

Winnipeg

Vancouver

West Indies

Makes Your Selling Easy



It is easy to say to the customer that an ordinary extract is "good — you better try it." But that is *not* convincing. It is far easier to state briefly the convincing facts about

Shirriff's True Vanilla

Just let them know that Shirriff's is 50% stronger than Government requirements, less is needed to give flavor; Shirriff's is made from the best vanilla bean the world produces, namely, the Mexican; the Shirriff process takes a whole year. Shirriff's has a quality reputation of more than thirty years to maintain. It is guaranteed.

You see it is easy to sell Shirriff's because the quality enables you to state convincing selling facts.

Why not order a case to-day?

Imperial Extract Co.
Toronto

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa-nut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2 1/2-quart Tall Cylinder Can	...
No. 1 Pint Cylinder Can
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 85

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—1/2s, *\$2.90; 1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—1/2s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—1/2s, \$2.	
Beefsteak and Onions—1/2s, \$2.90; 1s, \$4.25; 2s, \$9.	

Telephone Personality



Telephone personality plays an important part in business. The telephone customer invariably draws an imaginary picture of the party on the other end of the line and judges the policy of the store accordingly.

If the voice is courteous he is quick to appreciate it. If it is harsh or snappy he is as quick to resent it. A pleasing telephone voice is a big asset and attracts business. Many a customer has been lost, because somebody was lacking in telephone personality.

We suggest that you and your staff use the same consideration and courtesy in every telephone conversation as you would face to face. It means more business and increased profits.

The Bell Telephone Company of Canada

"Good service . . . our true intent."



A Vast Army of Women Are Faithful to Knox Sparkling Gelatine

Knox Sparkling Gelatine outsells other kinds of gelatine for the simple reason that more people like it. It has secured its wonderful popularity from a combination of steady advertising and big value to the consumer. The new retail price—20 cents per package—means splendid profits for you, so keep this popular seller on display and it will pay you handsomely.

"Make Knox Your Gelatine Leader"

Charles A. Knox Gelatine Company, Inc., Johnstown, N.Y.
Branch Factory: Montreal, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



The Pure Concord Grape Juice that creates new business and holds it too—

MARSH'S

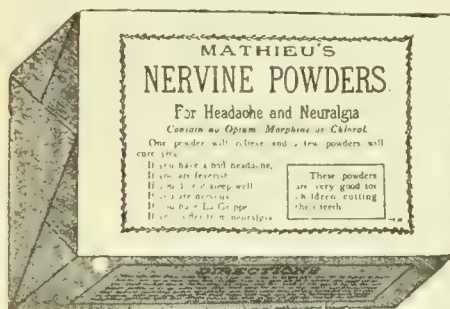
Five-case lots or more prepaid to any part in Ontario or Quebec.

The Marsh Grape Juice Company

Agents—
MacLaren Imperial Cheese Co., Ltd.
Toronto, Ont.
Rose & Laflamme, Ltd.
Montreal, Que.

Sell these two

There is always a demand for them. And the margin of profit on each sale makes a little display always worth while.



Mathieu's "Nervine Powders" and "Syrup of Tar"

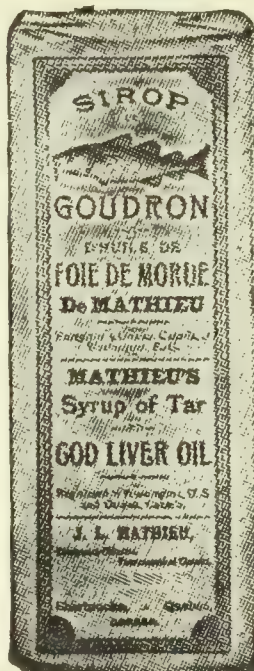
can be safely recommended to every customer. They are dependable remedies and will give perfect satisfaction.

J. L. Mathieu Co.

Proprietors

Sherbrooke

Quebec



Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s, 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.

Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.

Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.

Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14 1/2c lb.

In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.

Individuals, 95c.

Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

Spaghetti with Tomato and Cheese, 1/2s, \$1.30; 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs. 8 30

Neptune 9 30

San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 12 30

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 40

Ginger Ale, Trayders, cs., 6 doz. splits, doz. 1 30

Club Soda, Trayders, cs., 6 doz. splits, doz. 1 35

Club Soda, Trayders, cs., 6 doz. splits, doz. 1 25

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 54

Princess Blend, 50 and 30-lb. tins, lb. 0 50

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 40
Victoria, ch. 90 lbs., lb. 0 30

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 35

Victoria, 5, 10, 25, 50-lb. tins lb. 0 33

Princess, 1-lb. tin, lb. 0 23

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., 1/4-lb. \$ 1 85

D. S. F., 1/2-lb. 3 50

D. S. F., 1-lb. 6 80

F. D., 1/4-lb. 1 15

Per jar

Durham, 4-lb. jar, each. 1 30

Durham, 1-lb. jar, each. 0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60

Lemon, 2 dozen 1 80

Orange, 2 dozen 1 80

Raspberry, 2 dozen 1 80

Strawberry, 2 dozen 1 80

Chocolate, 2 dozen 1 80

Peach, 2 dozen 1 80

Cherry, 2 dozen 1 80

Vanilla, 2 dozen 1 80

Weight 4 doz. case, 15 lbs.; 2 doz.

case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50

Chocolate, 2 dozen 2 50

Vanilla, 2 dozen 2 50

Strawberry, 2 dozen 2 50

Lemon, 2 dozen 2 50

Unflavored, 2 dozen. 2 50

Weight 11 lbs. to case. Freight

rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

	5c Round litho.	10c Oval litho.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c.		
pkgs., window		
front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c.		
pkgs., window		
front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c		
pkgs., window		
front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, win-		
dow front, 95c		0 95
Shipping weight per		
case	10 lbs.	15 lbs.
Dozens to case	4	4

PEACHES

Some of the better varieties of early Canadian peaches will start to move this week. We will this season handle the output of a large number of reliable growers, and will have fine quality, well graded fruit to offer our trade.

Will also have full lines of all other kinds of foreign and domestic fruits and vegetables in season.

Send us your orders. Quality and prices always right.

HUGH WALKER & SON
GUELPH, ONT.

PEACHES

SEASON
NOW ON

WHITE & CO., LIMITED

Wholesale Distributors

TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe

Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

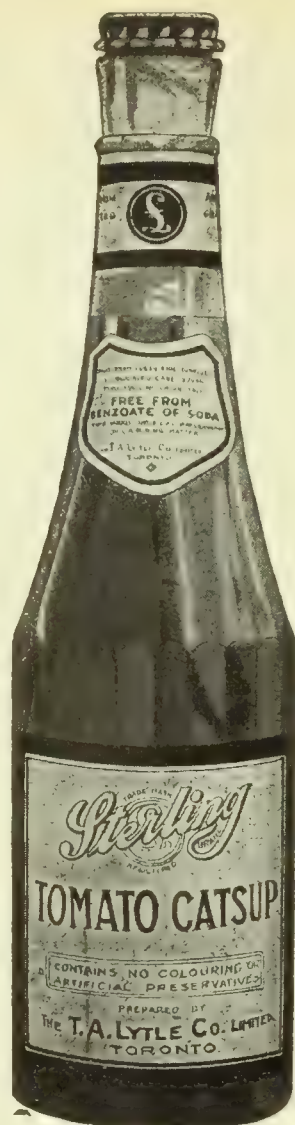
*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO



When making up the weekly
grocery order suggest

STERLING TOMATO CATSUP

Every time you sell a bottle of this
high quality Catsup you can expect
lots of repeats.

For the same delicious goodness that
has popularized our other Sterling
Products has made Sterling Tomato
Catsup the choice of the "hard-to-
please."

*Sterling Tomato Catsup contains no
Preservative and no Coloring.*

T. A. Lytle Co., Limited
STERLING ROAD, TORONTO

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

DOUBLE-FRONTED GROCERY STORE (CORNER). House (6 rooms, fully modern). Post office, stock, buildings, poultry, etc. Suburban Calgary; established 6 years. Cash \$5,000, or \$5,500 terms (\$2,000 deposit). Box 255 Canadian Grocer, Toronto.

FINE CHANCE FOR A GOOD MAN TO BUY a good grocery and meat business; established 25 years; parties wish to retire. Apply Box 256, Canadian Grocer.

FIRST-CLASS GROCERY BUSINESS—TORONTO—one thousand dollars; splendid location, also the property; will sell or rent on easy terms.

GROCERY AND CONFECTIONERY BUSINESS, Toronto; seventeen hundred; doing fifteen hundred monthly; a splendid business.

BUTCHER BUSINESS, TORONTO; TWO thousand dollars; sales over five thousand monthly; fortune here for hustler.

CIGARS, TOBACCO, STATIONERY AND magazine business, Toronto; sixteen hundred dollars; doing eight hundred monthly; a money-making business.

GENERAL BUSINESS; FIVE THOUSAND; Peterboro County; doing twenty thousand yearly, also the property, six thousand on easy terms; a live business.

LARGE LIST OF BUSINESSES FOR SALE. Box 244, Canadian Grocer.

TO RENT

TO RENT—THE BEST GROCERY, FLOUR and feed store in district of Muskoka; on centre of main street in town of Bracebridge. Apply Henry J. Bird, Bracebridge.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

FIXTURES FOR SALE

FOR SALE — NATIONAL CASH REGISTER with five drawers, electrically operated, up-to-date in every particular and in good order. Value \$800. Will sell for \$600. J. P. McLaughlin, Timmins, Ont.

FIFTY DOLLARS TIED UP IN OLD FIX- tures that you are no longer using would make a lot of money for you if invested in stock and turned over three or four times a year. Get your money out, by selling the fixtures to one of Hardware and Metal's readers who may be looking for exactly what you have to offer.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

We are now located in our new and more spacious warehouse at


60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

OAKLEY'S KNIFE POLISH



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

WASTE PAPER
ADEL 760
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

COCOANUT Standard Cocoanut Mills

E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid \$10.50.

Technical Book Dept.—MacLean Publishing Company
143-153 University Ave. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

*Get a display of Royal Acadia
working for you to-day*



You'll find that the demand is unusually good and very steady—the housewife knows Royal Acadia quality and keeps on coming in for more after a first supply.

You can recommend Royal Acadia to any and everybody—it's the highest grade of refined sugar made.

*In 2 and 5 lb. cartons; 10, 20 and 100
lb. bags; half-barrels and barrels.*

The Acadia Sugar
Refining Co., Limited
HALIFAX, CANADA

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!

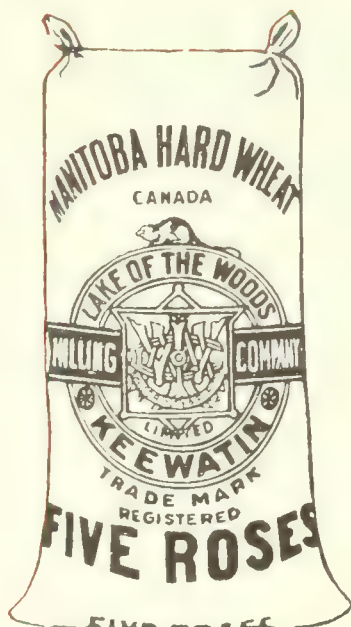
**LAKE OF THE WOODS MILLING CO.,
LIMITED**

Montreal

"The House of Character"

Winnipeg

Office in 16 Canadian Cities



*Daily Capacity
27,400 Bags of 98 lbs*

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 14th, 1917

No. 37

Meatless Days are Oyster Days

The cost of producing oysters is dependent on the cost of labor. Consequently, as labor expense increases the cost of oysters must necessarily increase, but they have a considerable distance to go before they cease to be a food economy when viewed in the light of comparison with other food products.

Fried oysters with potatoes or other vegetables are very tasty and a substantial substitute in the absence of meat. Serving a half a dozen to each of the family would represent less than half the meat cost.

It is too early to name a positive price, but we believe that for the best Northern Straights the price will be about \$14.00 to \$14.50 for the five wine gallon package at Toronto. The retail price to the consumer, Ontario points, should be 60c a pint for dry measure.

Under existing conditions it is not only important, but essential that the matter of quality be not lost sight of. With the higher price the consuming public will be more exacting. The matter of 5c a pint on your price will not influence the purchaser to any extent. The question of quality and condition will be the determining factors and to insure your being in a favorable position in this regard, it will be necessary that you associate yourself with a source of supply capable of giving you not only the best quality of oysters, but oysters in first-class condition and a service that is dependable.

CONNECTICUT OYSTER CO., LTD.

"Canada's Exclusive Oyster House"

50 JARVIS STREET, TORONTO, CAN.

Intolerance

Throughout the ages there has been and will be dust. This necessitates continual cleaning.

The Housewives of to-day are in quest of the most convenient and modern means of combating this evil. Dust is easily and effectively banished by using—

O-Cedar Polish & O-Cedar Mop Polish

The merits of O-Cedar Products were explained and demonstrated to the housewife at our exhibit at the Canadian National Exhibition. They were shown with what ease a home could be kept clean, bright and sparkling.

According to Exhibition reports a million people saw the Exhibition—some from your town. Get the benefit of this advertising by displaying our signs along with goods in your window—**Display O-Cedar at Your Fall Fair**—we will supply signs and circulars, and are anxious to advise or be of service to you. Ask your jobber's salesman about Special Assortments and Profit Deals.

CHANNELL CHEMICAL COMPANY, LIMITED, TORONTO.



Exhibit at Canadian National Exhibition.

"I can pack twice as much"



"Yes," says the Shipper, "I can get through twice as much work as I could when we used the old wooden cases. And what's more I can do a better job each time. These

T & N Folding Cellular Board Boxes



are certainly the original time and trouble savers. I never have to drive a nail now. I never have to line cases with paper as I used to, and yet everything we send out is more safely and securely packed than formerly. Why, it's months since we had any complaint about breakage.

"You can bet the firm is saving money on T. & N. Boxes, too, or they wouldn't have so many on hand. Of course, they take up very little space, and I can have any size I need ready to pack in a jiffy. I'm sure enthusiastic for T. & N. Folding Cellular Board Boxes."

Mr. Manufacturer, your shipper will become just as enthusiastic if you give him T. & N. Boxes to work with—he will get more goods out, and get them out in better shape—and you'll save money. Let us tell you what other manufacturers think of T. & N. Boxes. Drop us a line to-day.



The THOMPSON & NORRIS CO. of CANADA Ltd.

Niagara Falls, Ont.
Montreal, Quebec



Brooklyn, N.Y.

Brockville, Ind.

London, England

Boston, Mass.

Don't Forget

the 62½% Profit You
Make On

LIQUID VENEER

This is *just the* season to push it to
the front.

Display it in your windows and on
your counters.

Send for display material.

*Tie up with our tremen-
dous Canadian Adver-
tising Campaign.*

Buffalo Specialty Company

Buffalo, N.Y., U.S.A. Bridgeburg, Ont., Canada



FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

Use the JB. Combination Slicing Machine



Slices quickly and easily, and
in any thickness desired.

Folds up when not in use.

A splendid piece of time and
money-saving equipment. Prices
moderate. Ask for full particu-
lars. Will slice green dried beef,
hard dried beef, bologna, liver,
salt pork, head cheese, pressed
corned beef, boneless ham, Sara-
toga chips, and fresh bread.

Jacobs Brothers

73 Warren Street
NEW YORK

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S PREPARED FOODS



Assure
you
PRIME
QUALITY



CLARK'S PORK AND BEANS

Beefsteak and Onions
Cambridge Sausage
Corned Beef
Roast Beef
English Brawn
Loaf Meats
Corned Beef Hash
Minced Collops

Soups (Full Assortment)
Potted Meats
Sliced Smoked Beef
Spaghetti with Tomato
Sauce and Cheese
Tongue, Ham and Veal
Fluid Beef Cordial
Peanut Butter

Etc., Etc., Etc.

Good Business is always the result of Quality.

W. CLARK LTD.

MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

Royal Shield sales are sure repeats

—Because every Royal Shield Product has the superfine quality that wins approval from the most particular customer.

A sure sign of Royal Shield popularity is the big demand which grows more marked day after day. Grocers handling these quality products will tell you that they are always brisk sellers and dependable profit-getters.

Royal Shield Tea, Coffee, Baking Powder, Jelly Powder, etc., are customer-satisfying in the extreme. Try them in your displays to-day.

At the branch
nearest your store.

Campbell Bros. & Wilson, Limited

WINNIPEG

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer.

Campbell, Wilson & Millar, Ltd.—Saskatoon.

Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.



The
Brand
that
guarantees
the Quality

Our
Winnipeg
Office

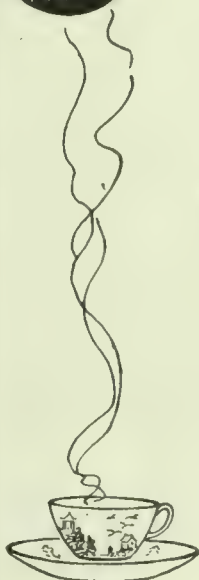


If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA

A cup of good tea is the best natural stimulant for body or brain. The soldier in the trenches, the worker in the fields and woods drinks it in great quantities. The brain-worker in the cities finds grateful comfort in its use. Physicians the world over recommend it.

Japan Tea is preferred to all others because of its unequalled delicacy and its full-flavored strength.



The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it.
Ask HIM.

A CAREFULLY planned consumer advertising campaign is daily creating new admirers of Japan Tea—admirers truly, because first purchasers never fail to come back.

THAT is the big reason why you, as an aggressive grocer, should begin featuring Japan Tea immediately. Give it a trial. You won't want to be without it afterwards.

If any advertisement interests you, tear it out now and place with letters to be answered.



"Riteshape"

Only one "Riteshape".

There are a few imitations.

Insist on "Riteshapes" every time. Remember the name.

"Riteshapes" always come sealed in strong kraft and enclosed in a strong wooden crate

Half of the package remains sealed while you are using the other half.

The open crate affords no place for vermin or mice.

"Riteshapes" are carefully counted. You get all you buy.

Every "Riteshape" is perfect. You have no defective dishes to throw away.

In shape, material, manner of packing, care in manufacturing and inspection, "Riteshapes" stand alone.

"Riteshapes" are guaranteed full count and perfect in manufacture.

"Riteshapes" come in all sizes up to 10 pounds.

Make sure you get "Riteshapes".



Victoria Paper & Twine Company

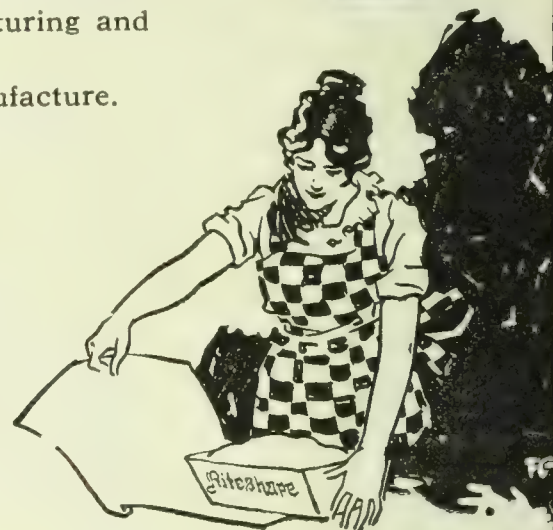
LIMITED

Head Office:
TORONTO

Branches:
Montreal, Winnipeg
and Halifax

THE OVAL WOOD DISH COMPANY

Manufacturers
Delta, Ohio, U.S.A.



If any advertisement interests you, tear it out now and place with letters to be answered.



Our Exhibit in the Manufacturers' Building, C.N.E., Toronto.

Showing the famous E.D.S. lines to almost a million people.

Not many of the 917,000 people who visited this year's "Fair" failed to see our attractive booth, where we exhibited a full line of the popular "E. D. S." jams and jellies.

These included CRAB APPLE, RASPBERRY, STRAWBERRY, BLACK CURRANT AND RED CURRANT, RED RASPBERRY, PEACH, PEAR, PLUM.

This publicity will get "E.D.S." products still better known and boost the demand still more.

You should show the "E.D.S." lines in your daily displays. They're good sellers and sure customer-pleasers.

E. D. Smith & Son, Limited, Winona, Ontario

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

KINDLY MENTION
THIS PAPER WHEN
WRITING TO AD-
VERTISERS.

**This Space is Yours
For \$2.50
On Yearly Order**

YOUR WANTS are many here below. Use the want ad. page and get rid of a few of them.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Track.
137 Bannatyne Ave. East, WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE

from
COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:
Regina
Calgary
Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C.H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

Wire, telephone, or write me if you are interested in buying or selling

APPLES BEANS
ONIONS POTATOES
HONEY DRIED APPLES

FRED J. WHITE
FRUIT BROKER

(Successor to White & McCart, Ltd.)
Board of Trade Bldg., Toronto, Ont.

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window dressing material. Let us prove it.
May we send full particulars.
Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

OPEN FOR AGENCY FOR THE CITY OF OTTAWA

Satisfaction Guaranteed.
Best of Reference.
M. M. WALSH
310 BAY ST. OTTAWA

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."
If you want results write me.

A. Lalonde
Post Office Box 123. TIMMINS, ONT.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you post-paid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department
142-152 University Avenue, Toronto.

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885
SUGARS FRUITS

Hamblin-Brereton Co., Limited

Wholesale Grocery and Confectionery
Brokers
KITCHENER WINNIPEG CALGARY

Kindly
Mention
This Paper
When
Writing
Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,

MONTREAL TORONTO

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

*Complete Trade Connection.
Reference—Home Bank of Canada.*

JOHN E. TURTON

55 St. Frs. Xavier St. Montreal
Phone Main 2628

A want ad. in this paper will
bring replies from all
parts of Canada.

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of

**All Kinds of Grains and
Seeds**

**Denault Grain and Provision Co.
LIMITED**

SHERBROOKE, P.Q.

If you want to market your products in our territory, we offer you our services, consisting of

*Active,
Aggressive and
Efficient
Representation.*

C. B. HART, Reg.

*Wholesale Grocery and Merchandise
Brokers*

489 St. Paul St. W. - Montreal

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription business. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue Toronto, Canada

G. WASHINGTON'S

Refined Coffee FOR THE SOLDIER

Recently a trained nurse who had been at the front in France for two years, said to us before returning, "That G. Washington's Refined Coffee was a blessing to the boys at the front who were fortunate enough to have it sent to them."

A \$1 can will provide delicious coffee three

times a day for thirty days, to your relative or friend at the front, wherever either hot or cold water is available. It dissolves in either hot or cold water instantly.

Refreshing, invigorating, relieves fatigue, tired and tried nerves.

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

A neat little
seller
for your
window and
counter
displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

Confection-
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



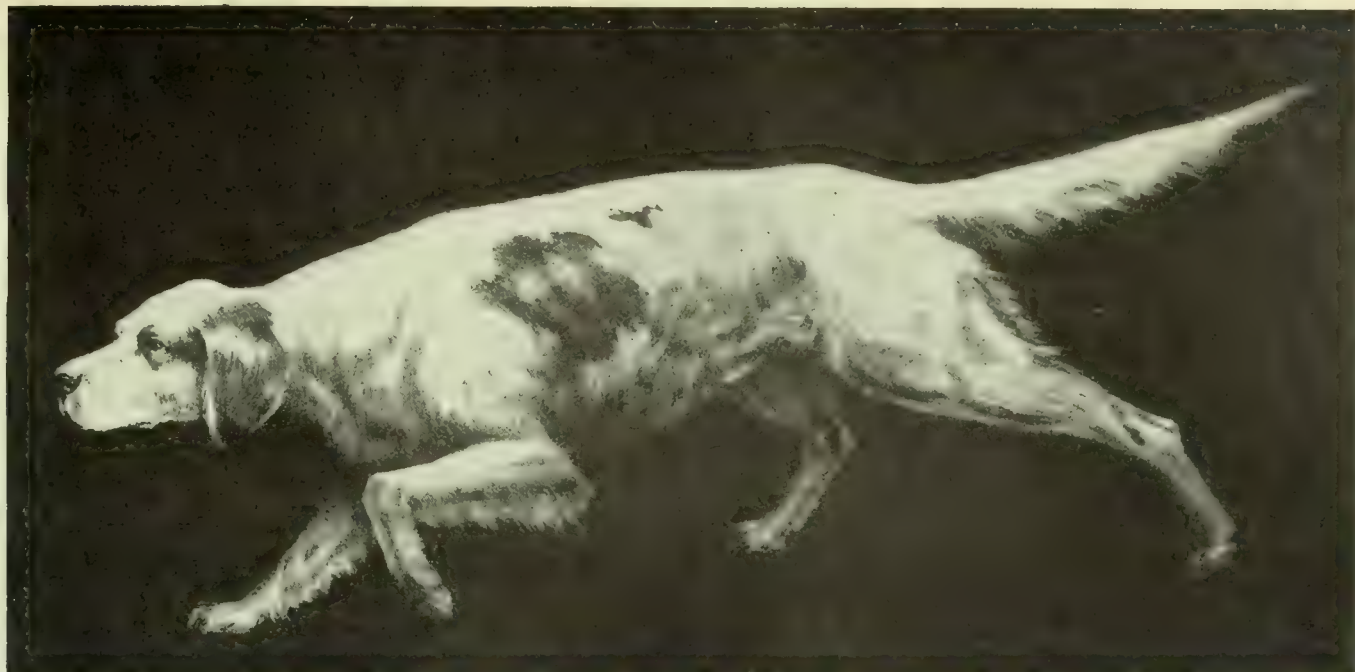
We
Specialize
in
Transparent
Glassine
Bags and
Envelopes
Made
the Only
Reliable
Way

Heavy Kraft Bags with
Centre Seam

We make Bags to line any
size Carton

SPECIALTY PAPER BAG CO., Ltd.
Department G

247-255 CARLAW AVE., TORONTO, CAN.



SELL PRESNAIL'S PATHFINDER CIGARS



There are no better
milk products than
MALCOLM'S



In every part of their manufacture we employ the strictest care to see that the highest attainable standard of quality is maintained.

Thus you can always recommend the Malcolm line as the acme of perfection in delicious, wholesome milk products.

Order a supply to-day and note how the **ONLY ALL CANADIAN CONDENSED MILK PRODUCTS** sell.



The Malcolm Condensing Co.,
LIMITED
ST. GEORGE, ONT.

The Only Canadian Condensed Milk Company

If any advertisement interests you, tear it out now and place with letters to be answered.

Furnivall's

FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Furnival Quality means bigger profits for you

Your jam profits will take a decided advance when you make a daily display of Furnivall's Fine Fruit, Pure Jams.

Repeats are certain. Try it.

FURNIVALL-NEW, Limited
Hamilton, Canada

W. C. Edwards & Co., Ltd.

OTTAWA
ONTARIO

Manufacturers of

BOX SHOOKS

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

STOP! THE WASTE



Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.



"McCASKEY" Account Systems For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems
Limited
245 Carlaw Ave., - Toronto

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

If any advertisement interests you, tear it out now and place with letters to be answered.

MAPLE BUTTER

DAIRY BRAND

The best substitute for high-priced creamery butter. Spreads like ordinary butter. Packed in 1, 5, 10, 15 and 30 lb. tins.

MAPLE SYRUP in purest form

"CANADA'S BEST" - A Pure Sap Syrup.

SUGAR SYRUP

"SUPERIOR BRAND" - A Pure Cane Sugar Syrup. Unexcelled in Quality and Flavour.

TWIN BLOCK SUGAR

PURE MAPLE - Packed 48 to Case. Exquisite in Flavour and Taste.
 CREAM SUGAR - Packed 48 to Case. A Creamy, Well Flavoured Sugar.

BAINES' CHOCOLATES

"LILY WHITE" Chocolates - Packed in 20 Flavours.
 MAPLE - - - Our Specialty Brand.
 BORDEAUX.
 BURNT ALMONDS.
 FANCY BOXES - Bouquet, Canadian Beauties, Debutante.
 Put up in 1 lb., ½ lb. and 10c packages.

ASK FOR BAINES' CREAM BARS, CREAM CAKE, ALMOND BAR, FILBERT BAR.

WE ARE THE SOLE MANUFACTURERS OF ALL BAINES' BRANDS.

Buy Through Your Jobber.

Canada Maple Exchange, Limited
Montreal, Quebec



A Letter to the Groceryman

Everybody being out, and Bobbie and Dorothy having taken possession of their father's office, Bobbie proceeds to do business.

"You're my st'nogofier," he says to Dorothy. "Take this dictation." And Dorothy, at the typewriter, takes this letter:

"Mr. Groceryman: Send me and Dor two packages of Strawberry

JELL-O

and two packages of Orange Jell-O and two packages of Raspberry Jell-O, and send real Jell-O and not that other kind."

That is a businesslike letter and it shows, for one thing, that Bobbie knows what he wants—"real Jell-O"—and doesn't want to take chances with anything else instead, as some older people do.

Jell-O is always put up in packages bearing the word JELL-O in big red letters on the front.

The grocer who sells Jell-O certainly has a chance to turn his Jell-O customers into very profitable customers, if the old saying is true that "A pleased customer is a good customer."

The Genesee Pure Food Company of Canada, Limited

Bridgeburg, Ont.
MADE IN CANADA.



A BOWES PRODUCT

TRADE MARK

Profits
the
Dealer

Pleases
the
Customer

The Bowes Co.
Ltd.
Toronto, Can.
Branches: St. John, N.B.
and Winnipeg, Man.

Twines and Wrapping Paper

BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
may always
be had by order-
ing our brands.*

Walter Woods & Co.
HAMILTON and WINNIPEG

Wooden Ware Willow Ware Brushes

Buy your eggs direct, in bulk—grade and deliver them in Star Egg Carriers. They cost less and besides we can show you an added profit of from \$.75 to \$1.50 on each case when handled according to the Star System. And, incidentally you will sell more eggs. Let us tell you more about it.

If it so happens you are not in touch with parties who can furnish fresh bulk eggs, write us. We will assist you in locating a supply.

STAR EGG
CARRIER &
TRAY MFG
COMPANY

1670
JAY STREET
ROCHESTER
NEW YORK

If any advertisement interests you, tear it out now and place with letters to be answered.

Thousands of Bodley's Cakes will be shipped to the front for Christmas

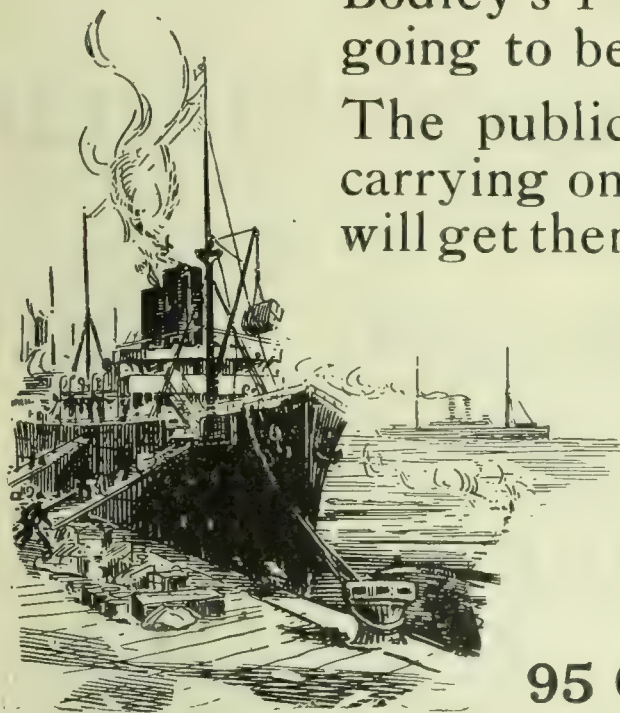
Bodley's 1 lb. Overseas Cakes in Tin Boxes are going to be big sellers this season.

The publicity campaign which we are now carrying on will get your customers interested, will get them asking for Bodley's Overseas Cake.

Prepare to profit from this demand. Stock up now and draw attention to the fact that you are selling Bodley's—the ideal Overseas Cake put up in the ideal way.

Every sale will profit you well.

Christmas Puddings in 1 lb. Tins are proving big sellers with live grocers.



C. J. Bodley
95 Ontario Street - Toronto

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost \$50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., Book Dept., **143-153 University Avenue**
Toronto, Canada

The Real Sellers

Put your selling effort behind the line of cocoas and chocolates that will back up your best recommendation—

COWAN'S COCOA Products

Consistent quality and forceful publicity have made Cowan's the easiest line to sell. Prove this to your own lasting profit.

The Cowan Company
Limited

TORONTO



Cream of Tartar

10 cwt. casks crystals
300 lb. bbls. powdered

Tartaric Acid

224 lb. bbls. crystals
or powdered

Citric Acid

112 lb. bags crystals
or powdered

Castor Oil

4 cwt. bbls. or cases of 2 tins,
40 lbs. each (80 lb. per case)

Glycerine

10 cwt. drums
5 " "
2 tin cases (56 lb. each)
1 " " (56 lb. each)

Borax

Crystals or powdered
300 lb. bbls.

Blue Vitriol

Crystals 450 lb. casks

B.&S.H. THOMPSON
& COMPANY LIMITED
MONTREAL

Established 1790

Branches at TORONTO, WINNIPEG
and NEW GLASGOW, N.S.



Brimful of Interest for Every Business Man

INCREASE YOUR PROFITS

AWAKENING OF BUSINESS, by EDWARD N. HURLEY, Former Chairman of the Federal Trade Commission. This is one of the most inspiring, helpful business books that has ever been written. Mr. Hurley presents in a clear, forcible way, plain truths that give business men a broader vision. 240 pages.
Price, \$2.00

BENJAMIN FRANKLIN, Printer, by JOHN CLYDE OSWALD, Editor of The American Printer. It is interesting to visit with a great man like Benjamin Franklin, and just such an opportunity is afforded in this book. There are many reproductions of Benjamin Franklin's work. The type and typography are in harmony with the thoughts that Mr. Oswald presents. 239 pages, 54 illustrations. Half leather binding, \$3.50
Popular Edition, \$2.00

THE MANUAL OF SUCCESSFUL STOREKEEPING, by W. R. HOTCHKIN, Ten Years Advertising and Sales Manager for John Wanamaker. One of the greatest needs of men in the retail business is ideas for selling plans. This book is filled with good ideas. 289 pages. De Luxe Edition \$10
Popular Edition, \$3.00

HOW TO ADVERTISE, by GEORGE FRENCH, Editor of the Advertising News. This book tells how to prepare advertisements. It contains many illustrations of advertisements. 279 pages, 115 illustrations.
Price, \$2.00

ADVERTISING, SELLING THE CONSUMER, by JOHN LEE MAHIN, New York Advertising Agent. The most important thing in advertising is selling the consumer. Mr. Mahin tells specifically how to do this. 298 pages, 26 illustrations.
Price, \$2.00

ADVERTISING AS A BUSINESS FORCE, by PAUL TERRY CHERINGTON, of the Graduate School of Business Administration, Harvard University. William C. Freeman, of New York, whose Talks on Advertising are universally known, says: "I will read again his book and reread it until I have learned thoroughly many things that I must know." 562 pages.
Price, \$2.00

FIRST ADVERTISING BOOK, The, by PAUL TERRY CHERINGTON, Author of "Advertising as a Business Force." A great deal of the power of The First Advertising Book lies in the fact that it deals with actual experiences, not theories. 596 pages.
Price, \$2.00

THE NEW BUSINESS, by HARRY TIPPER, Manager "The Automobile"; Lecturer on Advertising, New York University. Everyone who has anything to sell will find this book a practical first assistant in increasing his sales. 391 pages.
Price, \$2.00

WE, by GERALD STANLEY LEE, Author of "Crowds." A book as thought-compelling as "Crowds." It gives a splendid vision of the opportunities of the advertising profession. 711 pages.
Price, \$1.50

ORDER FORM

MacLEAN PUB. CO., LTD., Technical Book Dept., Toronto

PLEASE SEND ME the following books, charges prepaid. I agree to remit \$1.00 within five days after receipt of books and \$1.00 a month until they are fully paid for, or to return them to you within five days (the payment plan applying ONLY to ORDERS for TWO OR MORE BOOKS).

(Check the Books Desired)

<input type="checkbox"/> Awakening of Business (\$2.00)	<input type="checkbox"/> How to Advertise (\$2.00)	<input type="checkbox"/> The First Advertising Book (\$2.00)
<input type="checkbox"/> Benjamin Franklin, Printer (\$2.00)	<input type="checkbox"/> Advertising, Selling the Consumer (\$2.00)	<input type="checkbox"/> The New Business (\$2.00)
<input type="checkbox"/> Manual of Successful Storekeeping (\$3.00)	<input type="checkbox"/> Advertising as a Business Force (\$2.00)	<input type="checkbox"/> We (\$1.50)

NAME _____ STREET _____
Firm or _____ CITY _____
Reference _____

SPECIAL CASH OFFER—If 5 or more are ordered and are paid for IN CASH in 5 days, a special discount of \$1.00 will be allowed.

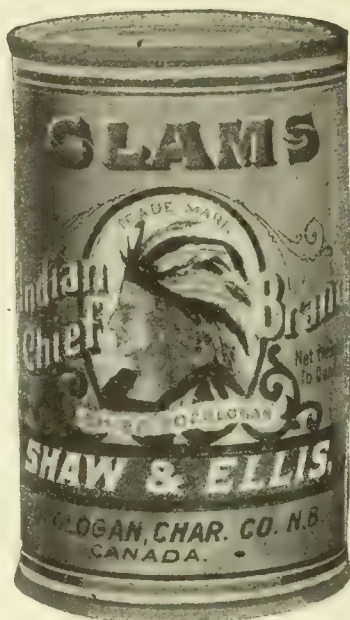
Economical, Wholesome and Easily Prepared

INDIAN CHIEF BRAND CLAMS

The high-grade, easily-prepared, wholesome food that sells quickly and always repeats.

Prepared and put up under the most sanitary conditions the same day they are taken from the clam beds. Sealed in cans without solder or acid. Sells easily and gives you a good profit.

Get a trial supply from your jobber and prove their selling value.



Packed by

SHAW & ELLIS

Pocologan, N.B.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

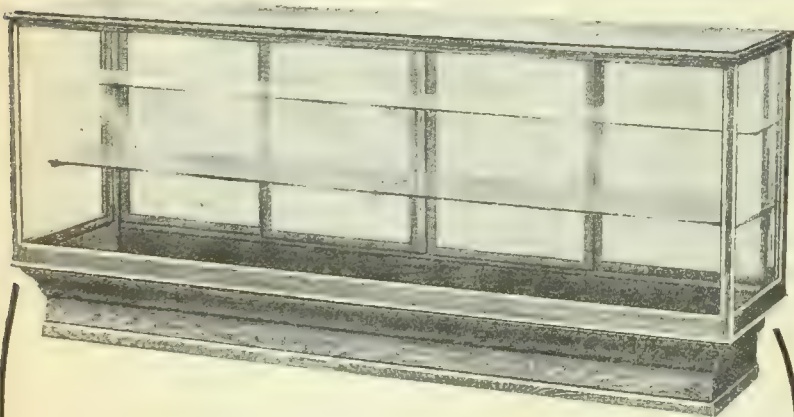
SPRATT'S DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.



You cannot afford to miss such a bargain

This Western Display Case has been constructed to meet the demand for a handsome, practical, reliable Show-Case at a reasonable price.

Don't waste money on expensive Display Cases. Get full particulars of this big idea and judge of the big value it offers you. Postcard us.

The Western Mfg. Co., Limited
Regina, Sask.

There's a neat profit on this 10c. seller. Are you selling it?



Display a few boxes of *Mechanics Antiseptic Hand Cleaner* and note how well it sells, the satisfaction it gives and the profits on your day's sales.

Get your customers acquainted with it and it will sell itself.

Mechanics Antiseptic Hand Cleaner is only one of thirty-four different kinds of toilet preparations we manufacture. Every one a leader.

Write for particulars.

French Soap Company
1613 Notre Dame Street East
MONTREAL

Lawrence, Long Island,
New York, U.S.A.

To Dominion Canners, Ltd.,
Hamilton.

*This letter from
the States is
interesting to
Grocers.*

While I was in Montreal stopping at the Ritz-Carlton Hotel, I ate some Marmalade which I was perfectly crazy about, so much so that I asked the chief steward where I could get some, and he gave me your address.

I should very much like you to send me prices of the orange marmalade, duty, etc., and as soon as I hear from you will give my order.

Thanking you so much and trusting to hear from you very shortly, I am,

Very sincerely,

(Name on request)

This is the favorable time to buy **Orange Marmalade**

Sugar is high in price.

Oranges hard to secure
—owing to ocean bot-
toms being scarce.

Aylmer
Orange Marmalade

Buy Now, for Future Profits

DOMINION CANNERS, LTD.
HAMILTON - CANADA

When customers ask for "Blue," or
"Washing Blue," or "Laundry
Blue" give

OCEAN BLUE

and you will be on the safe side.
They cannot buy, and you cannot
sell, a better.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 24-26 Wellington St. W., Toronto.
WESTERN AGENTS:—For Manito-
ba, Saskatchewan and Alberta—W. L.
Mackenzie & Co. Ltd.,
Winnipeg, Re-
gina, Saskatoon,
Calgary and
Edmonton. For
British Colum-
bia and Yukon
—Creeden &
Avory, Rooms 5
and 6, Jones
Block, 407 Hast-
ings Street W.,
Vancouver, B.C.



**And now
for the
season's
pickling**

Pickling and preserving calls for good, dependable pottery. That's why you'll find it advisable just now to show a stock of Toronto Pottery Company's high-grade sanitary crocks in a corner of your store. The demand is big. Fruits, vegetables, eggs, etc., must be stored away and these crocks are just ideal for the purpose. The profits are good.

OUR PRICES:

Half gallon to 6 gallons, inclusive, 12 cents per gallon.
Eight, ten and twelve gallons, 15 cents per gallon.
Fifteen and twenty gallons, 18 cents per gallon.
Twenty-five and thirty, 20 cents per gallon.
Thirty-five, forty and fifty gallons, 24 cents per gallon.
Seventy-five to five hundred gallon sizes made to order only.

The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

A Sales Getting Customer Reminder

You'll sell more Colman and Keen Products if you hang one of these Attractive Cards in your Store.

Every card is lithographed in handsome colors, each package being reproduced in facsimile.



You don't need to *introduce* Colman and Keen lines to your people. Everybody knows these quality products. Just let them know your stock is complete by displaying this splendid reminder.

Ask us to send you one.

MAGOR, SON and COMPANY, LIMITED
30 CHURCH STREET, TORONTO 191 ST. PAUL STREET W., MONTREAL

Niagara Grape Juice

Trade Prices

50c.	Size Per Case (1 Doz. Qts.)	\$4.00
25c.	" " " (2 Doz. Pts.)	4.50
10c.	" " " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE CO.

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXI.

TORONTO, SEPTEMBER 14, 1917

No. 37

Sale of Baked Beans Not Forbidden

Misapprehension Over Order-in-Council— Many Merchants, Unaware of the Exact Conditions, Are Unnecessarily Limiting Their Sales — A Word on the Financial Side as it Effects the Retailer.

A GREAT deal of misapprehension has grown up around the canned goods embargo, and many merchants are so anxious to live up to the strictest letter of the law that they have gone even farther and have in many instances refused to sell goods against which there was no prohibition. This is unquestionably due to the ambiguity of the order itself.

Recently a representative of the R.M.A. called in ten different Toronto stores unknown to the proprietor and sought to buy baked beans or pork and beans, in each instance he was refused because the merchant was evidently of the opinion that the beans referred to in the order included all varieties of beans.

As there was certainly room for doubt on this matter according to the wording of the Order in Council the Dominion Canners got into touch with the Food

Controller's office and queried them on this point.

The reply received is as follows:

Dear Sirs:—

Referring to your letter of August 29th, I may say that while this office does not interpret the meaning of orders-in-Council, pork and beans were not considered at the time the order was promulgated.

Yours faithfully,

J. W. FRENCH,
Asst. Chief of Staff.

A Side Light on the Meaning of the Embargo

Another letter sent out by the Dominion Canners to the trade, was first submitted to the food controllers office and received their approval. We quote these letters herewith as further evidence of what is actually intended in the embargo.

Re Food Controller.

"There seems to be some doubt as to the kinds of goods of which the sale is restricted temporarily.

"The following is the list: Peas, beans, tomatoes, beets, celery, corn, spinach, rhubarb and pumpkin.

"We have been asked if pork and beans come under the heading of 'beans.' The Food Controller advises that when the order was promulgated pork and beans were not considered. Therefore, the interpretation is that same refers only to wax and green beans, and not to pork and beans.

"Pork and beans are a substitute for beef, and consumption should be encouraged in every way possible in order to conserve the beef.

"If you have not placed your orders for your fall requirements of pork and beans, now is the time to make your arrangements for early delivery to avoid congestion later on."

From the Food Controller's office came the following reply:

"I am in receipt of your letter of August 29th in reference to the law regarding consumption of canned foods. The instructions which you have issued to your buyers are satisfactory.

"S. E. TODD,
"Chief of Staff."

As many merchants seem not to be aware of the actual contents of this famous Order in Council it is republished herewith:

AT THE GOVERNMENT HOUSE AT OTTAWA
Friday, the 24th day of August, 1917.
HIS EXCELLENCY THE GOVERNOR-GENERAL
IN COUNCIL.

Whereas the Food Controller for Canada submits that he is advised that the canners of the



A Timely Autumn Display.

Dominion of Canada are not able to supply the demand for canned vegetables for the coming season; that there will be a great supply of fresh vegetables on the market, and that an embargo upon the use of canned vegetables would work no hardship on the consumer while green and fresh vegetables are available and would stimulate the consumption of fresh vegetables, making a market for same, and also conserving the supply of canned goods for later use,—

Therefore His Excellency the Governor-General in Council, under and in virtue of the provisions of the War Measures Act, 1914, is pleased to make the following regulations and the same are hereby made and enacted accordingly:—

I. On and after the twenty-fourth day of August, 1917, and until further notice, except as hereinafter provided, the sale and purchase of peas, beans, tomatoes, beets, celery, corn, spinach, rhubarb and pumpkins, preserved in cans, glass jars, or any other container, commonly known as "canned vegetables," is prohibited.

II. The above regulations shall not apply:—

(a) when such vegetables are sold by the manufacturer to the wholesaler, jobber or retailer; or by the wholesaler or jobber to the retailer; or

(b) when such vegetables are to be consumed in lumber camps, mining camps, construction camps, and dining cars, provided that they will be consumed within said lumber camps, mining camps, construction camps and dining cars, and not resold.

(c) when such vegetables form a part of the contents of a can, glass jar, bottle or other container, and are sold as soups, catsup or pickles.

III. It is provided, however, that the Food Controller for Canada may issue licenses permitting the sale and consumption of said "canned vegetables" in such cases as he deems necessary or expedient.

RODOLPHE BOUDREAU,

Clerk of the Privy Council.

A Reasonable Interpretation Required

This should serve to relieve many apprehensions that have to the moment existed among the grocery trade, relative to what was and what was not legal to sell. Baked beans and baked pork and beans as we have noted above have often been refused to customers under the impression that they came under the heading "beans" in the Order in Council. The letters quoted above will serve to set this doubt at rest. It is perfectly legal to sell such goods. It is also legal to sell any kind of canned soups whether they contain vegetables or not. The reading of the actual embargo is certainly far from clear, but it is to be born in mind the idea of the embargo was to conserve the supply of fresh vegetables, and that it is on this basis that the restrictions must be considered. While it is not the intention of this paper to interpret the Order in Council either. It is only fair to call the attention of the trade to this fact and to make the general statement that we believe the trade will be quite within the meaning of the Order if they refrain from selling the articles actually mentioned in the embargo without elaborating it to cover other lines of goods that might possibly come under one or other of the restricted heads.

Who is to Finance the Canning Pack?

There is another difficulty that has arisen in connection with this embargo, a difficulty that was forecast in this paper some little time ago. That is the question of who is to finance the pack of canned goods while the embargo is in force? A good deal of dissatisfaction has arisen over the fact that many wholesalers have started delivery on the pack of peas, of course invoicing them at the date of delivery. This means

that the retailer is the man who is to carry the whole financial burden of the business. He has to pay his invoice promptly or get a name for being a slow pay, thus losing his discounts. Now the retailer argues that this is hardly a fair distribution of the difficulties entailed by the embargo. If they have to warehouse and pay for goods two or three months before they are permitted to sell them it is going to entail a good deal of hardship. They urge that this is hardly a fair deal. Neither the wholesaler nor the packer pay thus promptly for the goods they receive. The wholesaler usually has two or three months in which to settle for his delivery from the packer, and the farmer is as a rule

paid by notes which he discounts at the bank, and in that way the packers do not not make any actual settlement till well on in the winter their indebtedness being largely carried by the banks during the rush packing season. This is of course a perfectly legitimate and business like way of handling the matter. The only complaint according to the retailer, is that he is not given the same privilege of deferred payment. They consider that in storing the goods months ahead often at a good deal of inconvenience, that they are doing their share, and that there should be a more liberal time allowance on these goods, so that the retailer would not have to bear the whole financial load.

Buyers' Service Affects Retailers

A Service That May Not be as Disinterested as it Appears—
Some Description of the Inner Workings
of This Activity.

IN a previous issue we called attention to a new organization calling itself the Canadian Buyers' Service, that in its circulated literature promises great things. According to its modest claims to the consumer it "helps you buy well" and gives you "good goods at less cost." It has an "Information Department" which "will secure information on enquiry regarding any kind of merchandise without obligation to customers." There is also a "Mail Order" idea in connection. CANADIAN GROCER being always interested in anything that tends to better merchandizing, has investigated this activity to some extent.

The premises at 29 Birch Avenue are far from prepossessing. It is an old, somewhat dilapidated house with the front room roughly shelved. On these shelves were displayed probably \$100 worth of goods. This was the Canadian Buyers' Service, and this is the way it operates.

The Parties Behind the Service

Behind this activity, and the financial sponsor for it is a publication known as "The Canadian Housekeeper," published at 62 Temperance St., Toronto. The entire editorial contents consists of recipes such as appear in many an almanac. The balance of the publication is of course devoted to advertising. In many instances this advertising is paid for, in part, in the goods of the advertising party, which form the backbone of the stock of the Canadian Buyers' Service.

This publication appears monthly, and despite its modest editorial efforts, sells, or is sold for \$1.50 per year. There has been quite an energetic canvass of late to sell this paper.

Mr. Hanna Is Not Interested

From a number of different sources the information has been received that these solicitors were stating that the Food Controller was behind their activity.

CANADIAN GROCER at once got in touch with the Food Controller to discover what there was in these assertions. We reproduce herewith his letter in reply:

OFFICE OF THE FOOD CONTROLLER,
OTTAWA.

Toronto, Ontario, August 28th, 1917.

Dear Sirs:—

I have your letter of the 25th instant, stating that an agency styling itself "The Canadian Buyers' Service," located at 29 Birch Ave., Toronto, is soliciting business in grocery and food supplies in conjunction with a publication known as "The Canadian Housekeeper," and that the solicitors for this concern are using my name freely in connection with their canvass, saying that my office is behind their undertaking, and that the persons solicited may as well associate themselves with this scheme, as if they do not the Food Controller will ultimately compel such association.

In reply, I beg to state that I never heard of the Canadian Buyers' Service until receipt of your letter; that I know nothing of them, and that there is absolutely no truth whatever in any statement connecting me or my office with their undertaking.

Yours very truly,

W. J. HANNA,
Food Controller.

Canadian Grocer,
143 University Avenue,
Toronto, Ontario.

The Reason for the Buyers' Service

In connection with this campaign the Canadian Buyers' Service is of some value to the publication. It provides a means of disposing of the goods received in return for advertising. This purchasing is encouraged by allowing 3 per cent. discount on the first \$50 worth of goods purchased, or in other words until the initial price of the magazine has been repaid. When the goods required are not represented in the stock of the Canadian Buyers' Service, they are purchased from other grocers in the locality. These enquiries for goods that they have not in stock give a lead to the advertising men who promptly visit the firm and use this request as an argument for getting advertising. The "Information Department," seemingly so disinterested, of course provides similar leads.

The reason why the matter is called to

the attention of the grocery trade is that it appears in every way to be against the best interests of that trade. It isn't at all likely that many prominent foodstuff

manufacturers, who sell through present well-defined trade channels, will care to market their goods to the consumer in this manner.

Flour Price Probably Down

Fixing of Wheat at \$2.21 Justifies a Decline of 50c a Barrel on Present Price.

After much discussion an official announcement has been made by the Board of Grain Supervisors for Canada fixing the prices on the 1917 crop of wheat on the basis of Fort William and Port Arthur. The prices are identical with those set by the United States for the same grades on a basis of Minneapolis and Duluth, and are as follows:

No. 1 Manitoba Northern \$2.21; No. 2 Manitoba Northern, \$2.18; No. 3, Manitoba Northern \$2.15; No. 1 Alberta Red Winter \$2.21; No. 2 Alberta Red Winter \$2.18; No. 3 Alberta Red Winter, \$2.15. Other grades will be fixed when further information about the quality of the crop is secured.

Flour millers in the interior west of the points named will be permitted to pay a maximum of one cent per bushel diversion charges in excess of the fixed prices.

The Board has decided, in accordance with similar action by U.S. authorities, that Canadian flour millers, the Allies and other consumers of Canadian wheat will be required to pay, in addition to the fixed price, a sum of two cents per bushel to the Board, and the Allies, including the United States, a further amount not exceeding two cents per bushel, the money accruing to create a fund from which will be paid the carrying charges on street wheat in country elevators.

The Board has decided that the prices on wheat loaded out of elevators in Canada, licensed as private shipping and milling elevators, shall be as follows: The price fixed above, the price of wheat loaded or shipped out of such elevators. Minimum will be not more than four cents less than the fixed price, grade for grade. The buyer in addition pays the f.o.b.-ing charges. The mixing of grades at terminal points is prohibited to the United States.

A representative of a large milling concern when queried regarding the effect of this price stated that it would probably force a reduction of fifty cents a barrel on flour, in addition to the cut of one dollar that was made on the first of

D

ON'T
EMAND
OUBLE
ELIVERY

By double delivery, we mean: Don't have orders delivered twice daily if once will do, or twice weekly if once will do.

Unnecessary service is increasing the cost of living more than anything else. Do your part to bring about a reform.

Try Our Coffee Special Today

Finest Peaberry Coffee, always sold at 50c lb. Freshly roasted and ground as ordered.

Special today, lb.	39c
2 lbs.	70c
5 lbs.	\$1.65

Fresh Strawberries, special late variety. Box 25c
 Genuine Macaroni or Spaghetti, 3 lbs. 25c
 Peanut Butter, lb. 25c
 Golden Star Tea, lb. 40c. 3 for \$1.10
 Shredded Wheat Biscuit, package 12c
 Kellogg's Corn Flakes, package 10c

Special This Week at Drug Dept.

Egyptian Violet Glycerine Soap, box 21c
 Also, the Palmolive Deal Is Still On

H. O. KIRKHAM & CO., LTD.

VICTORIA, B.C.
DUNCAN, B.C.

Phones: Grocery, 178 and 179
Fish and Provisions, 5520
Delivery, 5522
Meat, 5521

The delivery abuse has become a very serious factor in the Retail Grocery Business, and a good many means have been tried to overcome it. Here is a good suggestion that might well be followed by other grocers. Most of the difficulty comes from lack of understanding. Make your customers understand.

September. It may be that the Food Controller will insist on a further reduction than the 50 cents, but the mills admit that the present prices of the new grain will allow of this cut at least. "We are now" continued the official, "awaiting the announcement of Mr. Hanna as to what he will do with the price of wheat, and whether he will also fix the price of flour. If he does so he will have to standardize the flour. He will be compelled in addition to fix a price for bran and shorts, in relation to the price of flour, for a cut of \$5 a ton on these feeds means a difference of 25 cents a barrel on the cost of flour."

ing enough, well and good. If not, every time the householder drops a milk ticket into the bottle on the doorstep there will be an additional debit item of 1½ cents against the family assets.

The members of the Milk Producers' Association met on Saturday last, and being among those whom a beneficent government permits to gather together as they see fit to mutually enhance prices, why, they gathered and decided to enhance them as before stated by the not unhandsome addition of fifty cents to every two dollars now paid for an eight gallon tin.

At this meeting the following resolution was passed: "In view of the facts as brought out in this meeting regarding the cost of producing milk, it is the opinion of the Toronto Milk Producers' Association that the minimum price at which milk can be sold to give a profit is \$2.50 per eight gallon can, delivered at the dairy, and cream at 66c per pound butter fat, cans with jackets supplied and freight paid, and we recommend these prices to the executive of the association."

It is now the Toronto milk dealers' move.

OTTAWA GROCERS HANDLE FISH

It is quite likely that many of the grocers of Ottawa will shortly begin the handling of fresh fish, and thus offer the consumer further incentive for using this food as a substitute for meat to a greater degree than at present.

Mr. Thomas Bowman, president of the Ottawa Retail Grocers' Association, stated that he considered it likely that some action in this direction would shortly be taken by a number of those grocers who do not now handle fish. He expressed the opinion that greater consumption of this food would help solve the high cost of living problem.

Mr. Bowman pointed out that in many cases such a decision would necessitate the installation of special refrigerators, as fish cannot be handled in the same storage as other edibles. It was alleged here that grocers generally showed no very great enthusiasm toward efforts to get a supply of fish from the east.

BIG SUGAR OUTPUT

Porto Rico made 802,398 short tons of sugar in the season which ended this month, according to the final figures of J. Ruiz Soler, secretary of the Porto Rico Sugar Producers' Association. This is the first time that the production of the island has reached the 500,000-ton mark. It is an increase of 19,301 tons over the 1916 crop, which in turn was in excess of all previous years.

SLIGHT FROST DAMAGE

There have been few reports of frost damage to crops this fall, though recent information from Simcoe, Ont., indicates that cucumber, pumpkin and citron vines were recently blackened, and the corn leaves were shrivelled. Late potatoes were reported to promise a good yield.



Now Up Goes Milk



If the demands of the Toronto Milk Producers' Association, the men who supply the city dairies with their supply of milk, be met, then there will be another little item added to the high cost

of living in the form of another increase of about one and one-half cents a quart. The matter now rests with the dairymen. If they can convince the producers that the public are already pay-

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

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H. V. TYRRELL - - - General Manager

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EDITORIAL BRIEFS

SWEDEN is another of those little nations, a portion of whose anatomy seems to be itching for a well-placed boot.

* * *

WERE you at the Canadian National Exhibition? If you were not you missed being numbered among nearly a million others who were. Incidentally you missed some very memorable days.

* * *

A CORRESPONDENT in the *Toronto Star* of recent date queries "What's the good of a Food Controller?" The question has sometimes presented itself to us also. Up to the moment we have not been able to land on an answer that entirely satisfies us.

* * *

ACCORDING to recent investigations the cost of production of Cuban raw sugar has increased 50 per cent. The increased cost of refining might very readily take up a similar increase, and that about makes the total increase that the public is paying.

* * *

IN A recent discussion in the House on the question of flour, one member spoke of "the milling trust of Canada the most nefarious in the world"; another described the large millers as "absolutely soulless," and this merely because some newspapers made the absolutely unsupported statement that millers were

making \$5.00 a barrel on flour. Such receptive ears must, we suppose, of necessity, be long.

* * *

IT HAS taken a large staff of skilled accountants about a month and a half to examine the books of the William Davies Company and the Mathews-Blackwell Company in order that the commissioners appointed to investigate Mr. O'Connor's report might be properly versed in the matter. Probably had Mr. O'Connor used the same thoroughness the Commission might not have been necessary.

MR. HANNA AND THE LAW OF SUPPLY AND DEMAND

A LITTLE while ago the Hon. W. J. Hanna was loudly derided in the daily press, because in one of his speeches he made the statement, that he could not fix prices in defiance of the Law of Supply and Demand.

Look, said these knowing papers, what Mr. Hoover in the United States is doing. What does he care for the Law of Supply and Demand?

Unfortunately for this argument Mr. Hoover recently made a speech before the National Livestock Conference:

"As long," said Mr. Hoover, "as there is a heavy demand for meat with a decreased production, prices will continue to soar. Drastic control of packing plants with Government operation as an alternative will not work." Mr. Hoover is well advised in not using that much abused phrase "Supply and Demand," but these words of his refer to that and nothing else. The newspapers know well that the thing that some people call the principles of business, and some people of a more academic turn call the Law of Supply and Demand, are part of the backbone of our civilization. The Law of Supply and Demand is not a theorem originated by some economist to make the lot of the poor harder, as seems to be the idea of some supposedly well-informed editors, but is a name used to describe conditions that go back to the dawn of civilization, and are part and parcel of that civilization.

We believe that the Food Controller has not always acted in the wisest way, though there are conditions, that no doubt hamper him in doing what he might judge best. When he says he cannot fly in the face of supply and demand he says only the simple truth. To try and prove him wrong in this particular can only bring the person attempting it into derision.

FACING A WORLD FAMINE

THE United States Food Administration department is authority for the statement that the meat supply of the world has decreased alarmingly comparing present with pre-war conditions. In cattle the total decrease has been 28,080,000, sheep 54,500,000, hogs 32,425,000. This in face of the fact that

about half the nations of the world are on half rations is a suggestion that might well give us pause.

In the face of this statement we see an embargo placed on beef and the consumption of young meats tacitly encouraged.

The contention of the food controller's office that the consumption of veal as compared with beef is small, is merely an evasion not an answer.

Every calf used for food is beef lost to the country. Every sixty pounds of veal sold over the butcher's counter is so sold at the expense of the 900 pounds that might have replaced it. This sort of thing is folly, criminal folly, yet the food controller's office seems actually to condone the matter. They are so busy congratulating themselves over the saving in beef that they do not see that every restaurant that obeys this misguided regulation, is featuring veal and lamb on their menu instead. The argument is raised that the farmer does not want to bring his calves to maturity because of the price of feeds. If this is so it must be that the farmer does not understand the situation. Should he not, if this be the case, have this matter explained to him. Should he not have this drawn to his attention as one of the things he could do to help win the war. The farmer has not been faced with the ceaseless calls upon his purse that the war has meant to all Canadian cities. Even if raising calves to maturity caused him a financial loss even so might he not be expected to do this as his contribution to the great demands of war.

FEATURE THE PRESERVING LINE

A GOOD many merchants who have made good money in the past through the sale of goods for preserving time are inclined to waver in that good work this year. Their contention bears on its face the stamp of a certain amount of reasonableness.

Sugar is almost prohibitive in price they say, fruit is dear and scarce and glass jars are higher in price. Everything that goes into the canning activity has advanced in price. Well no one can gainsay that proposition. But is that any good and sufficient reason for letting these lines die of disuse. Look at it this way. Granted that the cost of all these lines has increased. Even so the canning and preserving factory cannot continue operations without sugar, they also must use glass or tin receptacles and the fruit farmer is not giving them his crop for nothing. The actual difference between these goods and the home canned article is approximately the same as it was last year, or the year before or the year before that again. The cost of production for the home canner has increased, but so and in like proportion has the production of the canneries. If it has paid the housewife in the past to put up these goods rather

than buy through the winter it will pay her just as well this year.

It pretty nearly rests with the merchant as to whether or no this business, profitable in the past, goes by his door. A little encouragement, a little reasonable explanation and the matter will be made clear, and the business can go on as usual. This is the time for canning, peaches and pears and grapes will soon be along. The crop is not large this year, so all the more reason for the merchant to be on the alert, and look after the interest of his customers. Don't lose a good business, because of a lack of nerve.

BANKS' AID TO AGRICULTURE

TO FACILITATE the operation of their agricultural credit schemes, states *The Financial Post*, two of the Western Canadian provinces have each recently been extended temporary bank credits of \$1,000,000 at five per cent. Sir Thomas White is paying over six per cent. for his new Dominion funds in New York. Here is food for thought for those who are inclined to belittle the service of our banks for domestic needs and for agriculture in particular.

The fact that Canadian banks are willing to lend their money to the Western provinces for farm loans at more than one per cent. less than Canada can borrow funds in New York is a concrete indication of the co-operation which is being rendered for the increase of agricultural production. The banks have had many critics and not the least severe have been the Western farmers, who in many instances sought credits indicating a lack of knowledge of the proper functions of such institutions. Now the banks have an opportunity of being a real service in a legitimate banking manner and apparently they are willing to do so at a rate considerable below the market.

CANADA'S GROWING TRADE

AS an indication of why Canada, despite the war costs, is in a prosperous condition, and as an interesting sidelight also on the high cost of living, the export figures for commodities during the past eleven months might be noted. When these figures are compared with the figures for a corresponding period of the previous year, some idea may be gained of the immense increase in the export of Canada's foodstuffs, which in a measure at least may be the cause for the high prices existing in the country.

For the 11 months just ended the export of breadstuffs totalled \$492,969,249 as against \$394,338,832. In meats and dairy products the same solid advance is noticeable. For the eleven months just closed the exports were \$324,946,093, as against \$234,404,721. That means prosperity, but it also means high prices.

How To Ascertain Turnover

It's Easy if You Go About it Right—Otherwise May Prove a Pitfall.

By HENRY JOHNSON, Jr.

Here is a letter from a thoughtful merchant:

Paswegin, Sask., May 4, 1917.
Editor CANADIAN GROCER, Toronto.

Dear Sirs:—I have read with interest the articles of Henry Johnson, Jr., on various matters connected with store management; and the one of "Margins and Turnovers" that appeared in your splendid spring and summer number should furnish much food for reflection.

Mr. Johnson goes into figures at some length to impress your readers with the importance of keeping down stocks and turning them over as often as possible. All this is very good advice and cannot be reiterated too often.

As one who has made a study of cost methods for fifteen years or more, I am emboldened to question Mr. Johnson's figures and method of calculation in regard to turnover. Seeing that the merchant in these days is receiving so much instruction in the way of running his business profitably—curtailing expenses, eliminating waste and increasing turnover—it is perhaps as well that he have a clear idea of turnover as well as a right understanding of how to figure profits.

The question of whether to figure profits on cost of sales or actual receipts has been discussed freely of late, and it is now generally agreed that the latter method is preferable in view of the fact that the expense percentage is usually based on sales.

In figuring costs it is important to be consistent. For instance, it would not do to take one's profits on sales as a certain percentage, and add that percentage to the cost of goods in order to find the selling price. This has been demonstrated so often that the use of figures is unnecessary to further emphasize this point.

When we come to the matter of turnover in ratio to the stock in order to find the net profit on stock, it is just as necessary to be consistent here as in the other case.

Mr. Johnson instances a merchant who carries \$6000 stock and sells \$60,000 annually. Such a merchant may well be "chesty" about the achievement of having turned over his stock ten times; but his pride will surely give place to perplexity, if not discomfiture, when he is told that he has turned over his stock only eight times. Let us investigate. Assuming that the average grocery profit throughout the country is 3 per cent., on sales, of course, is meant—this turnover of eight times would, according to Mr. Johnson, yield a profit of stock investment of 24 per cent. Will it, though? \$60,000 at 3 per cent. means \$1800, which is 30 per cent. on stock investment of \$6000. This being so, then it follows that, at a 3 per

cent profit, the stock must have been turned ten times; proof, 30 divided by 3 equals ten. If the ratio of turnover to stock be based on the cost of the goods sold, as laid down by Mr. Johnson, then, in order to be consistent, the number of times the stock is turned must be multiplied by the profits on the cost price of the sales, not the actual receipts. Thus 3 per cent. on sales equals $3\frac{3}{4}$ per cent., on cost therefore 8 multiplied by $3\frac{3}{4}$ equals 30, which is the percentage profit on stock investment, exactly as given by the first method.

From the foregoing it will be seen that there is nothing slipshod about our way of estimating turnover. There is a right and a wrong way of doing a thing, and although Mr. Johnson has erred on the right side in his calculations, perhaps further reflection will enable him to see the matter more clearly.

Yours etc., Thomas H. Witton.

Where is the Discrepancy?

I have read and reread Mr. Witton's fine letter to see how and wherein he has confuted my calculations. Not that confutation would not be welcome. It most certainly would be; for the last thing I seek is to set up for an oracle. The thought is to ascertain facts and interpret them; and whenever a new fact or a better interpretation is forthcoming, we must welcome it, scrap the superseded dope and promulgate the newer and more authentic business gospel.

I had thought at first that Mr. Witton took in his stock at retail values. This system is practised by some of the best merchants. In that case, \$6000 stock carried in a business the sales of which were \$60,000 would show a turnover of ten—no doubt about that. But it is evident that Mr. Witton is talking of \$6000 stock at cost value. This seems to be substantiated by his use of $3\frac{3}{4}$ per cent. on cost; and there he gets back to my contention, that 3 per cent. on \$60,000 sales with a \$6000 stock shows a turnover of 8.

It seems as if we were talking about the same thing and really arriving at the same conclusions, but working at a slight cross-purpose which obscures the issue. For I agree heartily with Mr. Witton's postulates about figuring profits (margins) on sales, and that we must approach all relative problems from the same angles. So maybe we had better go over the ground again, and I shall try to make my meaning very clear.

Stocks at Cost vs. Sales At Retail

Accepting Mr. Witton's statement that 3 per cent. on sales equals $3\frac{3}{4}$ per cent. on cost, we reach our first agreement: that the average spread between cost and selling price is 20 per cent. Inasmuch, therefore, as we are considering a business of \$60,000 annual sales and

\$6000 stock, our first business is to get both figures to a common demonstration, as the arithmetic fellows say.

So \$60,000 sales is first reduced to their average cost, by taking 20 per cent., or \$12,000 off. That leaves \$48,000. Divide that by the \$6000 stock and it seems plain that the stock has been turned 8 times.

Or take the \$6000 stock and advance it to the averaged selling price by adding 25 per cent. to it. Then we have \$7500 worth of goods at retail; and that sum divided into \$60,000 sales will give us the same answer, or eight.

I do not quite see the connection between stock earnings and turnover: but now that I recall some of my other papers, I incline to think that maybe I have been a trifle slipshod myself. I may have said that a stock turnover of eight at 3 per cent. net would show stock-investment earnings of 24 per cent. If I did, there is where I slipped a cog; for it is certain that Mr. Witton has that right. The correct figure is 30 per cent. To turn the stock ten times at 3 per cent. on sales (or $3\frac{3}{4}$ per cent. on cost) will yield 36 per cent.; and twelve times on the same basis will yield 43.2 per cent.

Why Did I Say "Chesty?"

My reference to the "chesty" man was meant to be by way of good-natured railery—a sort of gentle poke in the ribs. But cold type makes any back-lying meaning dangerous, because obscure. But no matter. The thought is that men often make statements which manifest much self-satisfaction which close examination shows to be unwarranted. So I wanted to hint rather pointedly to the man who says: "Yezzer; I'm turning my stock ten times, regular," that he had better be sure about it.

May I add that this sin of overstatement laid very close to me, too? It did. For years during which I was carrying an average of \$6000 and doing \$60,000 to \$65,000, I said (and thought) I was turning my stock ten times or better. When my error was pointed out to me I was a bit crestfallen; but immensely chastened, too; and chastening is mighty good stuff for the mercantile soul, believe me!

Now, my intention in dwelling so insistently on this one point of turnover is several-sided. For one thing, I want to help men KNOW what they are talking about, so they may avoid fooling themselves (as I did for so long.) But much more important, I think, is it to aid them to speed the turnover; and I trust I may be forgiven if I review some of the points made in the article to which Mr. Witton refers.

Therein I tried to hint of the vast
(Continued on page 31.)

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

LESSON NO. 6

CARDWRITERS, like the rest of the world must be always on the alert for something new in order that their work may not become stale.

New ideas come to you naturally because one idea brings another and the more you consider them the greater becomes your capacity for evolving new ones.

The cardwriting profession has a very wide scope for producing novelties. There are so many different branches of the work to go into and each branch has an unlimited number of surprises in store for even the experienced cardwriter. It is for this reason—to bring out original ideas—that this new series of cardwriting articles is being conducted.

This is lesson No. 6, and each lesson has revealed a new form of show card lettering. You will have noticed all along how practical these lessons are. We may all be able to sit down and work out something new if we are willing to spend sufficient time on it but all these types can be made very rapidly being all on the brush stroke principle, which means each part of the letter is completed with one stroke of the chisel pointed brush. That is where the speed comes in. This is the principle that nine-tenths of the present day cardwriters are working on. You get the effect, and the clean cut letters with the speed which modern competition demands.

Of course new type do not necessitate the changing of show card principles set out in any previous lesson. On the contrary the lessons contained in previous articles will facilitate the making of new types and will enable you to appreciate the simplicity of a principle which serves the same purpose no matter what form of letter you are making.

We are endeavoring to give you as wide a range of lettering as possible so this month's lesson deals with poster lettering and design.

From poster lettering you may at first get the idea that it is just used for making posters or large temporary signs, but this is not the case. It can be used on cards for the most exclusive showing or it can be used on ordinary sale cards with equally good results, though it is of course, derived from poster work. It is of that class of lettering that is of free and easy formation; in fact, it is so free and easy that once you have mastered the rudiments you can make changes in it to suit yourself. But of course these changes must be consistent with the rest of the alphabet.

While that shown in the chart is a good one, it is no better than dozens of other poster types which are used or can be invented.

The alphabet we are now showing when formed into words makes a very readable card and should therefore be studied carefully before you turn your attention in other forms. When you are able to make this successfully you may

find new ideas for lettering on theatre posters, headlines and advertisements in good magazines and other examples of work done by the best artists, and you cannot do better than model your lettering and designs on these.

Now to return to the chart. The lettering, as stated before, is made with the one stroke principle which means every stroke of the letter is completed with one swing of the brush, a second stroke being unnecessary.

One of the features of this type is that there are no absolutely straight line strokes in it. It is entirely composed of curved lines, some are more curved than other but all must be gracefully made.

Upper Case

"A" is a three stroke letter. Note the broken spaces between lines 2 and 3 and that of line 1.

"B" is a four stroke letter. This letter will need more than ordinary practice in order to make it in the proper proportion.

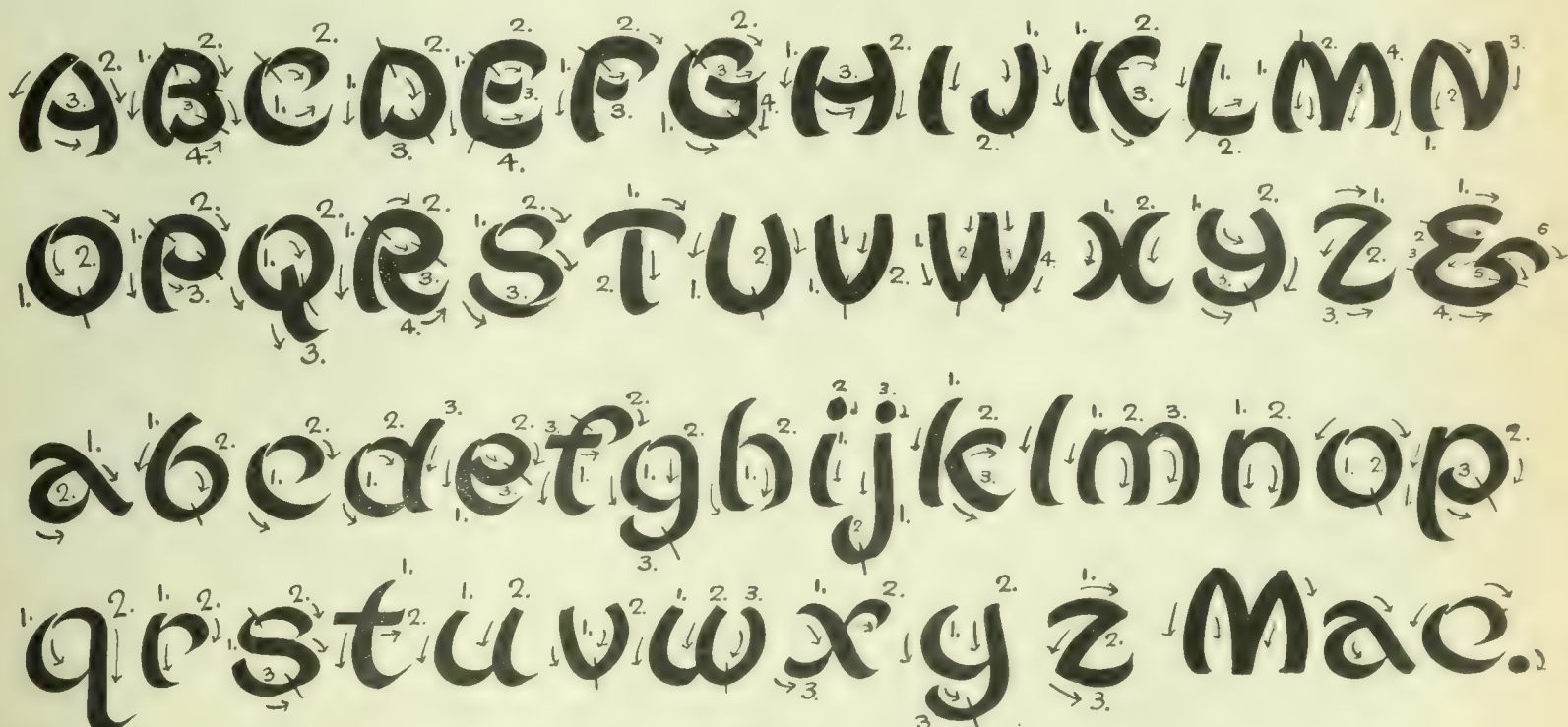
"C" is a quickly formed letter; note the break where the two strokes meet.

"D" like the "B" needs much practice. Stroke 2 is the most difficult, practise often.

"E" shows a formation which differs from any other. Strokes 2 and 4 are the same only curved the opposite way.

"G" is made with four strokes. The practising of "C" will aid you in this letter.

"H." This letter is the same as the



Poster Type.

"A," with strokes 1 and 2 spread apart. Note the break between strokes 1 and 3.

Practise many times "I." This stroke appears often throughout the alphabet.

"J." Stroke 1 of "J" is similar to stroke 2 of "H."

"K." This is a three stroke letter. Note the relation strokes 2 and 3 have with that of stroke 1. Much practice is needed.

"L" is composed of two strokes. Care should be taken to get these strokes at the proper angle.

"M" is a four stroke letter. Stroke 1 and 3 are the same and 2 and 4 are the same. Both sides of this letter should be alike.

"N" is composed of three strokes. All these strokes have appeared in other letters. Practise many times.

"O" is made with two strokes. Note the broken space where strokes 1 and 2 commence. "P" shows a very graceful formation. This letter takes a great deal of practice in order to get it properly balanced. Three brush strokes form this letter.

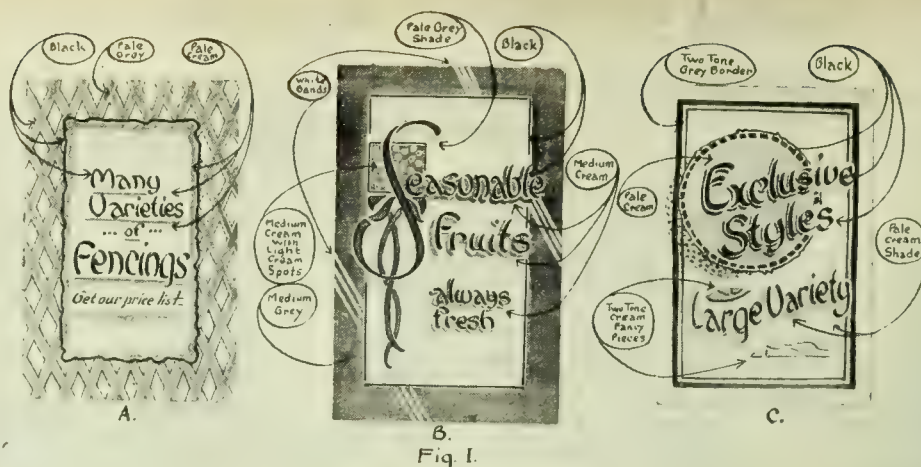
"Q" is the same form as "O" with stroke 3 added. "P" also is the same form as P with stroke 4 added. This letter needs much practice.

"S" is made with three strokes. Each stroke is separated. Note that the lower section of this letter is wider than the top. It should be practised often.

"T." Stroke 1 of this letter is the only one of its kind in the whole alphabet. Note the even curve on this stroke.

"U" is made of only two strokes. Note how each stroke curves in at the top. Practise often.

"V" is similar to "U", the only difference being that the two strokes come to more of a point at the bottom.



"W" is the same as two "U"s joined. You will need a great deal of practice with this letter.

"X" is made with two brush strokes, one opposite to the other. Much practice is needed here.

"Y" is a nice formation and a good one to practise. Note the relation strokes 1 and 3 have to stroke 2.

"Z" has three curved strokes. This letter is similar to the "N" on its side.

The sign "&" shows good food for practice.

Lower Case

In the lower case alphabet there is a lot of similarity of stroke formation. Here you will notice the few strokes used to form each letter and as you know this spells speed. All unnecessary frills have been cut out.

Take the "a" for instance. Stroke 1 is used where usually two are used.

The curve on the bottom of stroke 1 does away with the third stroke. "G's" second stroke takes the place of two strokes. "H's" second stroke also takes the place of two strokes.

Strokes 2 and 3 of "M" each take the place of two strokes, making it a three stroke letter which is ordinarily made with five strokes. "M" also is usually a three stroke letter, but this is cut down by make the entire right of the letter with one stroke.

"Q" also gives a demonstration of this. These strokes are made into one with stroke 2.

Stroke 1 of "U" is usually made with two strokes. "W" is usually made with four strokes but we have only used three here.

We save one stroke in our formation of the "Y".

Poster Design

With poster lettering we are showing a few ideas in poster designs as they go very nicely together and are both of the free and easy styles. These ideas are obtained in much the same way as the lettering. Whenever you run across any save them for future reference.

You must remember that these ideas do not appear on the cards illustrated here; they are just mere suggestions and you have to work cards up from them.

Your attention is called to Fig. 1. Here is a reproduction of three miniature cards with diagrams to show you what colors or shades make good combinations, though many others can be used.

A shows a diamond shaped background effect. This gives a suggestion of a lattice work fence and is quite in keeping with the wording. First mark out the white centre panel, then the background in pencil. Apply the black uneven border around the panel first then after that is dry rule the pale grey diagonal stripes. Then draw the pale grey border inside the black one. To complete the design draw thin pen lines on the inside of each diamond as shown. It is then all ready to letter.

B shows a very striking card. It has a two inch border all around it of a medium shade of grey with a black pen

**Polishing
Mops**
Splendid for
your floors
Various
Prices

All that
is best
& purest
CANNED
GOODS

border inside of that again. It is advisable to lay all cards out with pencil first. Then do the black lettering because this is the most important thing on it. All the shadings, etc., come in turn after this is done.

C shows a striking design. The round is of a pale shade of cream with a black broken border around it. The shadow behind it is of two tones of grey with white dots on it. The border used here makes a very effective card without any other fancy design. It is of two tone grey.

The larger cards show other distinct ideas of poster types and poster designs—put them into use. Card 1 shows an idea worked up from a postcard. The flowers are pink with a yellow centre and the leaves are two-tone green. The



panel behind the "P" is of pale blue. The shading and border are of pale grey.

Card 2 shows a centre panel of two tone cream with the shadow on the letter of a darker cream. The border is of pale grey and the lettering black.

Card 3 gives a bizarre effect. This idea was gotten from the illustrated section of one of our weekly papers. The heavy band is of pale cream and the narrow band is of pale grey. The spots on the band are pale cream with a darker cream shade. The spots on the left hand side are pale pink outlined with black with a pale shade of grey shadow.

The novel type used in the three cards whose lettering stands out in bold relief will be described in the next lesson which begins a new phase of cardwriting and describes the many uses of the air brush with instructions how to use it.

PACKING HOUSE CONDUCTS CONTEST

Gunns Limited, Conducts Guessing Contest at Exhibition. Excites Great Interest. Numerous Prizes Given.

AMONG the interesting events connected with the Exhibition this year was a contest carried on by Gunns Limited in connection with their exhibit in the Dairy Building.

The contest consisted in counting the number of times the name "Gunns" appeared on the different articles and packages displayed in the firm's exhibit.

This contest was open to the proprietors or employees of any firm who were purchasers of the Gunns' products. The contestants were to remain outside the exhibit and count the word as it appeared from any angle of observation. Where there were two guesses of a similar number due for any prize the decision was made on a basis of priority, as every guessing card bore a number.

This contest aroused a great deal of interest, and a surprising number of guesses were registered. The contest ran till the closing Saturday of the exhibit, and was decided by a tribunal of three disinterested judges.

These judges were J. W. Paget, superintendent of the Dairy Building, Dr. J. R. Allen of the Biological Department, Ottawa, and Dr. H. G. Nelson representing the Provincial Bureau of Investigation in connection with the Ontario Veterinary College.

The Judges set the number of actual appearing names at 802. The leaders in the contest came very close to this number, and in this instance the priority rule had to be brought into play.

The first prize was \$50 there were two second prizes of \$25 each, five third prizes of \$10 and twenty fourth prizes of \$5 each.

The winners of the prizes were:

1st prize. Roy Dixon of W. Johnson Brothers, Walkerville, Ont.

2nd prize. George Swann of Albert Vine Co., St. Catharines, Ont. D. McNight, Cottenham, Ont.

3rd prize. I. B. Marshall, 706½ Gerrard Street, Toronto; W. A. Lawler, Niagara Falls, Ont.; H. C. Johnson, Walkerville, Ont.; Mrs. Fred Gerald of the Jamieson Meat Co., Renfrew, Ont.; E. Cowley, 1345 Davenport Road, Toronto.

4th prize. J. P. Phalen, St. Catharines, Ont.; F. J. Marshall of J. A. Blackley, 717 Queen St. East, Toronto; Wm. Kemp, Peterborough, Ont.; W. Charbonneau of Griffith Bros., Weston, Ont.; E. G. McConkey, 111 Bay Street, Toronto; A. Bird, 512 Dundas Street, Toronto; Edgar A. McConkey, 111 Bay Street, Toronto; J. A. Harris, 2497 Yonge Street, Toronto; Ed. Carrick, of A. W. Carrick, Bay and Richmond Streets, Toronto; W. J. Grills, Opera House Meat Market, Galt, Ont.; J. B. Johnson, 1050 Gerrard Street East, Toronto; John Marshall of John Gilbert Co., Kingston, Ont.; Miss S. Poyntz of J. Poyntz, 722 Queen Street West, Tor-

onto; Walter Bailey of J. R. Scott and Co., 145 Dupont Street, Toronto; Miss R. Suroff, Union Fruit Co., Toronto; L. J. Cowley, 1345 Davenport Road, Toronto; G. P. Tetrault of The T. Eaton Co., Toronto; Mary E. Johnston, 1950 Gerrard Street East, Toronto; Joseph Kelly, 684 Bloor Street West, Toronto; M. E. Hedden, 455 Wentworth Street, Hamilton.

HOW TO ASCERTAIN TURNOVER

(Continued from page 28.)

benefits to accrue from carrying a \$4000 stock instead of a \$6000 one.

First, there is the \$2000 not tied up. That will yield \$120 at 6 per cent. or \$140 at 7 per cent.; say \$10 to \$11.66 per month. Or that reduction will save one from owing the bank \$2000 or less. Consider, now, how many items of 10c on the case one will have to "buy right" to earn the equivalent of \$10 per month—plus the disadvantage of being in debt.

Second, there is the element of time- and labor-saving; less stock to handle more than once; less piling and repiling up stairs and down cellar. Why, \$2000 worth of goods to be handled extra will just about keep an extra clerk.

Third, the reduction of the element of risk—deterioration, etc.

Fourth, the saving in insurance premiums.

These are some of the elements which go to make up the advantages of the nimble sixpence as against the slow shilling—only we have got out of the habit of considering them in our haste and eagerness to be called "good buyers." Maybe we better revamp some notions.

Let me thank Mr. Witton. I sure hope to have him write again.

STOP KILLING CALVES AND LAMBS

In order that the future meat supply of the province may be preserved a number of the largest producers of beef and mutton in Alberta are agitating for calves and lambs. When the matter was placed before the Food Control Committee of Alberta, the matter received no consideration. One of the largest beef producers is helping out the movement by refusing to buy stock of this class offered.

Montreal representatives of the milling interests who have been appointed to act in an advisory capacity with Hon. W. J. Hanna, the Food Controller, in reference to price of flour, percentage, etc., are A. E. Labelle, St. Lawrence Flour Mills; W. W. Hutchison, Lake of the Woods Milling Co.; D. A. Campbell, Campbell Flour Mills; W. A. Black, Ogilvie's. From other centres were appointed W. T. Moore, Meaford; C. B. Watts, secretary the Dominion Millers' Association; and J. E. McFarlane, Western Canada Mills.

LARGE POTATO CROP IN N. B.

Present indications are that potatoes will be far below \$7 a barrel next winter. The high prices obtained by the farmers early in 1917 are not expected to come again in many years. The potato acreage in New Brunswick is greater than it was in 1916, and so far the crop has done well. Barring rust or rot during the remainder of the summer and early autumn, the Province should harvest one of the largest crops of potatoes on record. Reports from all sections are to the same effect—that there will be an enormous crop of the tubers. It is freely predicted that \$1.50 per barrel will be the ruling price next autumn and winter, and some even predict \$1 per barrel. In this section of the country no contracts for potatoes are being made, and what few have been made were closed early in the year before the situation had unfolded itself.

CORNMEAL CHEAPEST OF NUTRITIOUS FOODS

Cornmeal, even at the present high prices, is cheapest of nutritious foods, according to Herbert Hoover, U. S. Food Controller, who, in a statement, urged more general use of meal for making bread.

"There is twice as much nutritive value in a dollars' worth of cornmeal as in a dollars' worth of wheat bread at the present prices," said Mr. Hoover, "and corn must play a very important part in the conservation of wheat products. There are four bushels of corn raised in this country to every one of wheat, and cornmeal is as good for food as is wheat."

U.S. GOVERNMENT TO CONTROL SUGAR INDUSTRY

The entire sugar industry of the United States will be under Government control after October 1, when a system of licensing will be instituted affecting all phases of the industry including manufacturers, refining and imports. The step was taken with the intention of preventing speculative prices and to secure an equitable distribution.

Already the Food Administration has taken steps to control the sugar market. Beet sugar producers have accepted a scale of prices suggested, which means a saving to the consuming public of over \$30,000,000 between now and the first of the year. Cane sugar refiners have agreed to import all their requirements through a special committee named by the Food Administration which will apportion shipments among them. It is expected that before long a price at which wholesale sugar should be delivered to all consuming centres, will be named.

CUBAN SUGAR CROP IS GOOD

The production of sugar in Cuba far the season that is now closing, despite the poor quality of cane and losses from the revolution will be 3,000,000 tons. This is equal to the crop of last year and is 400,000 tons greater than any previous crop in Cuba.

GREEK CURRANT CROP VERY SATISFACTORY

Reports from the field indicate that the Greek currant crop is in a very satisfactory condition. Despite a shortage of sulphur and sulphate of copper with which to fight the two chief foes of the currant vine, peronospora and oidium, the vineyards do not seem to have suffered greatly up to date. Conservative estimates put the total prospective crop of dried currants at 160,000 tons. It is said that there are now on hand old stocks from 1916 amounting to some 50,000 tons. Most of these old stocks are too badly deteriorated for consumption as fruit and will be used for the production of alcohol. About 20,000 tons of the old stocks are available for export purposes. This gives a total of 180,000 tons. As it is anticipated the legal "retention" will be in kind this season and not in cash, this would leave available for actual export some 135,000 tons of dried fruit.

Notwithstanding the anticipated heavy crop and the prospective shortage in tonnage to move the fruit to the world mar-

OUR CORN WANTED IN ENGLAND

A letter has been received by CANADIAN GROCER from a large firm of commission merchants in London, Eng., asking us for names of Canadian packers of canned corn, who is desirous of securing agents there. They point out there is quite a sale for this among the Canadian troops in England. Any firm interested will please communicate with CANADIAN GROCER.

kets, Patras quotations remain firm. This steadiness is explained by local interests as due to the fact that there is a sharp demand for currants for wine-making purposes and also for the distillation of alcohol, both of which products have risen in price here more than 100 per cent since December 1, 1916. Currants have also been consumed by the domestic market as food during the present year in quantities never heard of before and at high prices. Ordinary currants, which in normal times have retailed at 4 or 5 cents a pound, have sold during the past winter in the local markets as high as 15 cents a pound. Patras dealers maintain that these demands will continue into the new season and that the shortage in exports will be balanced by the consumption in these new fields.

ICELAND AGENT IN CANADA AND UNITED STATES

Arni Eggertson of Winnipeg has been appointed commercial agent for Iceland in Canada and the United States. He recently consulted with the Department of Trade and Commerce. Mr. Eggertson believes there is a market for Canadian flour and other foodstuffs in Iceland.

TEA COMPANY ORGANIZED IN CHINA

The China Tea Co., Ltd., has been organized in Shanghai for the purpose of dealing direct with American tea consumers. This is the first effort of the kind that has been made by a Chinese Company, using modern machinery on its tea plantations, to carry on a direct business. The company has five registered brands of tea to offer in quarter, half and one-pound packages, all of which are to be packed in China and distributed in original packages only. The Chinese tea merchants of Shanghai think that they should display greater activities in promoting the sale of Chinese tea, and to that end an advertising campaign featuring the small package is being inaugurated.

CAN CARRY VEGETABLES

Americans returning from Canada may bring free of duty \$100 worth of canned goods and other foodstuffs under a ruling announced recently by the Treasury Department. The ruling was designed especially to meet a situation which had resulted from the summer stay in Canada of numerous Americans, many of whom canned their winter supply of fruits and vegetables while there.

BRITAIN REDUCES WHEAT PRICE

A reduction in the scale of prices for grain grown in the United Kingdom has been made by the British Food Controller. The price of wheat, fixed at \$2.34 a bushel in April, has been reduced to \$2.10, and other grain prices have been lowered accordingly.

U. S. GOVERNMENT LIMITS BEET SUGAR PRICES

The beet sugar producers of the United States have made an agreement to limit the price of their product so as to effect a reduction of about 1½ cents a pound in the present price of sugar. This action is designed to effect a saving of \$30,000,000 between now and the first of next year. It was also announced that the wholesale grocers had agreed to limit distribution charges to prevent exorbitant charges. In the near future a statement regarding the price at which wholesale sugar shall be delivered in large consuming centres is expected to be made. The beet sugar price fixed is the equivalent of \$7.25 cane sugar basis, f.o.b. seaport refining ports.

STANDARDIZE DAIRY PRODUCTS

The standardization of dairy products and the products of the garden somewhat after the method of the standardization of wheat, oats and barley, was suggested by Mr. Horace Chevrier of Winnipeg, president of the Retail Merchants' Association of Canada, recently.

BIG PRICES FOR HALIBUT

Halibut fishermen are making big money these days. As much as 22 cents a pound has been paid for halibut, which three years ago brought from 4 to 6 cents a pound.



A few of the main buildings in Exhibition Grounds.

Co-operating With the Trade

Exhibits at the Canadian National Exhibition Help the Dealer to Bigger Trade —
Many Valuable Suggestions, and a World of Inspiration to Those Who
Came Under Its Influence—Influencing a Multitude to the
Dealer's Advantage.

FOR another year the Canadian National Exhibition is a thing of the past. A thing to be remembered with pleasure, and more than that, with profit. There were some 916,000 people who at one time or another visited the fair and came under the influence of these new surroundings.

Unquestionably the new impressions gained here by every retailer who visited the Exhibition should be of incalculable value. To the grocery trade the Exhibition should be of special value. These be trying days, and any assistance, any encouragement and any enthusiasm that can be gained by the merchant may be the means of leading him past what might otherwise be some rather tight corners. That is the message that this Exhibition and other Exhibitions throughout the country should bring to the merchant. The assurance that the wholesaler and manufacturer is working hand in hand with him in this matter of merchandizing should be an encouragement to spur him on to fresh efforts. The knowledge that the manufacturer and wholesaler is not laying the whole burden of introducing his goods and furthering his sales at the door of the retailer should be a word of encouragement to him.

This encouragement was found in full measure by all of those merchants who were fortunate enough to be able to visit the Exhibition and to see the more than usually attractive exhibits of the grocery and allied trade, and to note the energetic and effective way in which these trade agencies were laying a broad and

strong basis on which the retailer might build his trade.

It is not claimed that these activities were entirely altruistic. Naturally the wholesaler and manufacturer expects to reap some benefit from this campaign, but they are none the less working also in the interests of the retail merchant, and the best result they can hope for lies in the increased enthusiasm of the merchant himself.

There were a vast number of merchants who had the opportunity of visiting the National Exhibition. To these the pages that follow will prove a pleasant reminder. They will serve, too, to keep fresh in the memory the new ideas engendered by rubbing shoulders with some of the most active members of the trade, and will serve as a stimulus to an increased activity and a possibly more wisely directed activity than has been in the past. To these who have had the opportunity to visit these scenes we call these pages to attention, that the impressions gained may be kept actively to the fore.

Lessons to Be Gleaned from These Pages

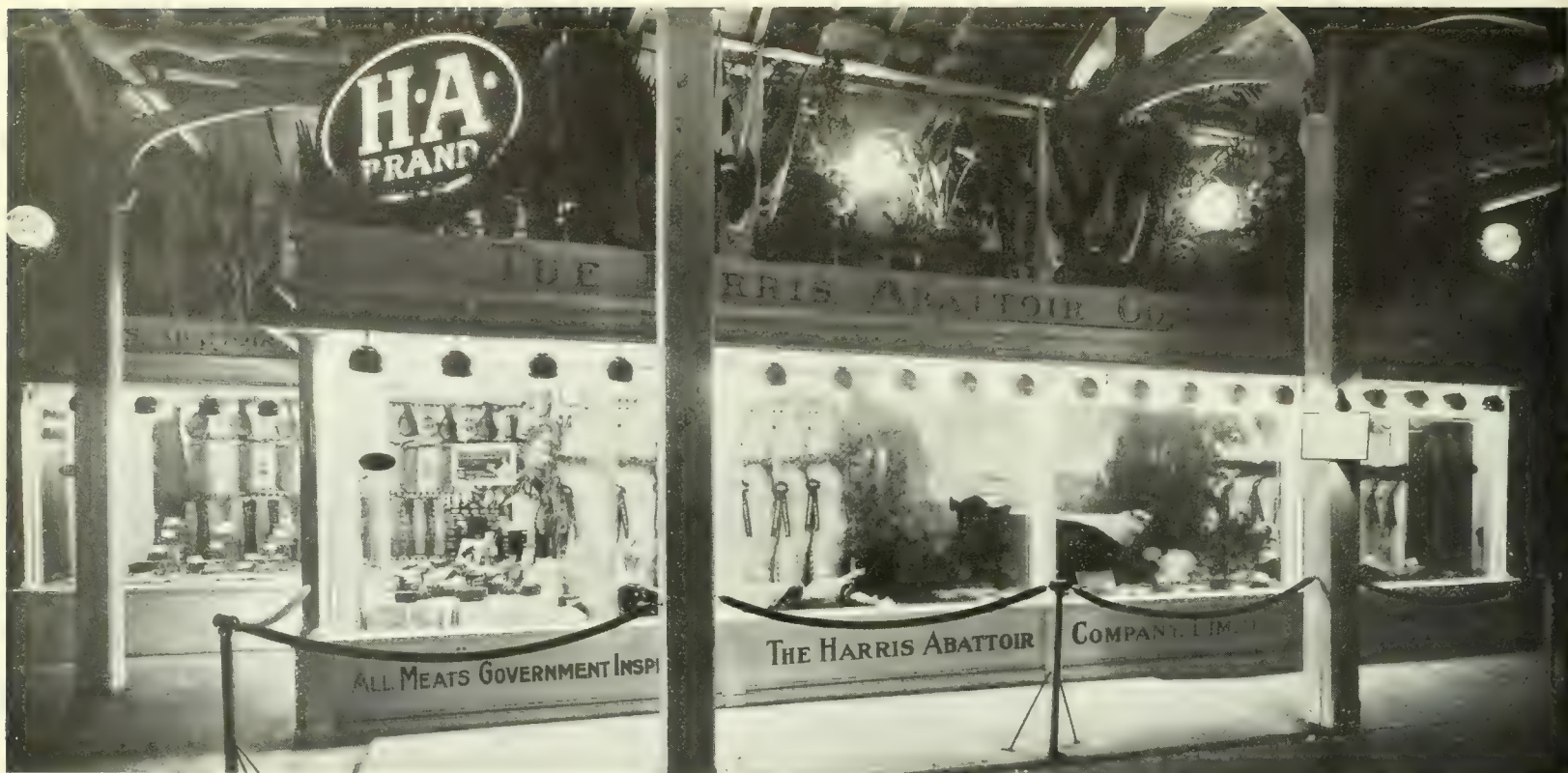
To those who did not have this privilege we urge the careful consideration of these pages, because of the wealth of assistance they can be to them. Here are indications of the manner in which some well-known manufacturer is carrying on his campaign. By a careful study of these photos and a perusal of the text it may be possible for the exhibitor and the merchant to work more in accord to their mutual advantage. This careful examin-

ation may result in a higher opinion of the goods themselves. This is no small matter in salesmanship. Goods that the merchant believes in are already half sold. More than that there are suggestions for arrangements for display, for advertising and publicity campaigns that might never otherwise be gained. Here also will be found suggestions of the ways to add to the service of the store. Means that will add to its cleanliness, comfort or convenience. All these are of importance, all are well worth the careful and thoughtful consideration of every reader of CANADIAN GROCER.

In the Exhibition that has just closed in Toronto, the manufacturers unquestionably outdid themselves. The purpose of the management of the Exhibition to make it bigger and better than ever, was well seconded by the exhibitors. No expense or care was spared. It entailed many strenuous days. It rests with the trade now to repay them by a careful survey of the ideas brought forward, and by serving these exhibitors, best serve themselves.

In many displays the manufacturer had new goods to offer. These were shown and demonstrated to everyone who cared to see. Considering the vast crowds who visited this Exhibition, and their influence among the community in which they reside, it is manifest how effective a way of introducing new goods this may be and what a sure foundation this must be for the merchant to build upon.

For these reasons we solicit the attention of every reader of this paper to the pages that follow.



Unique Display of the Harris Abattoir Company attracts much attention.

THE UNIQUE EXHIBIT OF THE HARRIS ABATTOIR ATTRACTED LARGE CROWDS

A REAL steer, a splendid Black Poll Angus, lying peacefully in the foreground, two lambs, one standing behind, the other lying beside the steer, in the background, a typical Ontario farm scene stretching away into the distance; such was the centre of attraction of the exhibit of The Harris Abattoir Company, Ltd., in the Dairy and Inspected Meats Building, at the Canadian National Exhibition. So well did the several parts of this picture harmonize to give the idea that this was a bit of real life, that one might well imagine being out in the open, admiring a beautiful but not an uncommon piece of rural scenery, and one could understand and excuse the enthusiastic comment of a fair observer as she looked at the steer and remarked: "Isn't he almost human?" or another who asked: "Is he alive?"

Added interest was given to this feature of the exhibit by The Harris Abattoir Company in permitting the visitors to guess the weight of the steer, and thousands availed themselves of this opportunity to submit an estimate, each hoping to win a ten pound pail of "Domestic Shortening," which was promised to every person guessing the correct weight.

The thousands of people who recall the black steer and also their effort to guess his weight, will also recall that this was after all, only one feature, although the most striking, of The Harris Abattoir Company's magnificent exhibit of Dressed Meats, Provisions, Cooked Meats, Dairy Produce, "Domestic Shortening etc."

The exhibit very forcibly emphasized two facts.

The first was that The Harris Abattoir Company's Products are all Government Inspected. So important does the Government consider the Inspection of Meat Products, that no meats not bearing the approval stamp of the Government are admitted into any Province for outside that Province. But if it is so important that Uninspected Meats should not be brought into any Province, it is equally important that Uninspected Meats should not be consumed within that Province. The public that appreciate the good work done by the Government in the regulations providing for the Inspection of Food Products, generally, such as Milk Inspection, Fruit Inspection, Correct Labelling of Food Products, etc., ought to strengthen this movement still further by insisting on buying only Government Inspected Meats.

The other fact emphasized by The Harris Abattoir Company's exhibit is that the firm still further guarantees the quality of its goods by placing its own brand or label upon them. "H. A. Brand" on any product carries with it the endorsement of this big company as to the quality of the goods so labelled. The reputation of the company is at stake on every bit of product labelled "H. A. Brand." It simplifies the task of the purchaser to buy such products. No customer is running a risk as to quality who asks for "H. A. Brand" Ham, "H. A. Brand" Sausages, "H. A. Brand" Eggs, "H. A. Brand" Butter, "H. A. Brand" Pure Lard, etc.

A very important exhibit of The Harris Abattoir Company in the Dairy Building, and one which was further brought to the notice of the public in the Manufacturers' Building was that of "Domestic Shortening."

In the latter building, in a dainty up-to-date kitchen, with most modern equipment, deft housekeepers were demonstrating the virtues of "Domestic Shortening," and proving from the flavor and texture of the pies, cakes, etc., baked there, and from the lesser quantity of "Domestic Shortening" required to produce these results, that it was "Better than Butter, cheaper than Lard," for all shortening purposes.

A little booklet entitled, "Use Brains and Help to Reduce the High Cost of Living," was distributed by The Harris Abattoir Company, and called attention to the use of Brains, Beef, Sheep, Calf and Hog, as an economical and delicate food product which has been overlooked to a large extent by the Canadian people, although considered a very great delicacy in almost all other countries.

Lack of attention given this product up to the present time, makes it possible to secure this delicacy at a more reasonable cost than any other kind of meat.

The right of the children to be entertained was not forgotten by The Harris Abattoir Company, who prepared a large supply of paper guns and whistles for the amusement of the younger generation.



The Much Admired Domestic Shortening Exhibit at The Toronto Exhibition.



Exhibit of H. J. Heinz Co., Toronto Exhibition, August, 1917.



The Interesting Exhibit of Purity Flour and Its Possibilities

THE WESTERN CANADA FLOUR MILLS EXHIBIT

PURITY Flour has become almost a household word with many housewives who have come through long experience to know the merit of the product. There were therefore in the visitors who came to see and admire the very handsome display of the Western Canada Flour Mills Company, a goodly number who stopped because they were familiar with the product and knew of its honest worth. Even the casual passerby however, who was not posted in the matter of flours, and to whom the name of "Purity Flour" meant nothing in particular, could not but have been impressed with the beauty of the exhibit.

The counters were glass faced and displayed here, appeared a most appetizing array of everything that could be made from flour. Fresh, airy, dainty looking, this display was one tended to dispose the visitor favorably to the product, and that it did so dispose them, was amply manifest by the constant

stream of visitors who stopped to enquire about the merits of the flour.

Right in the centre of the booth was a miniature representation of the company's St. Boniface mill the largest single unit mill in the British Empire of which the company is justly proud. Towering over this display there was a life sized figure of a charming maid in cap and apron the presiding goddess of the kitchen. Framing the booth on all sides were mountains of bags of flour of the famous "Purity" brand, while behind the whole display was a painting of a waving wheat field which served in a delightful way to connect the display with the great outdoors.

A unique item in the display was the sign "Purity Flour" that decked the top of the booth. The letters formed of crisp brown buns baked of "Purity Flour."

Altogether the display was one that is likely to linger in the memory of many

who visited the Exhibition, and when they see this flour on their grocers' shelves, or read about it in different places, it will be with a feeling that they know the product, while those of the visitors who had been users of the product were not slow in giving a word of praise to the flour that they had found so satisfactory in every way, and many a housewife after viewing the display left with the outspoken assurance that she was going to try this flour as soon as she returned home.

The continuous publicity which the Western Canada Flour Mills Company is giving their product through such attractive displays as this as well as through other mediums of publicity is steadily adding to the already large circle of friends who know and appreciate this product. The grocer is in the happy position of being able to get the advantage of all this publicity and good will and by handling these goods turn it all to his profit.



One of the Daintiest Exhibits on the Grounds.

INTERLAKE TISSUE MILLS EXHIBIT

IN ALMOST every walk of life now-a-days the idea of economy is coming more and more to the fore. Conditions are engendering a carefulness in the details that was not known prior to the war.

In the display of the Interlake Tissue Mills exhibit, there is found the answer to many vexed questions as to how to conserve in many little ways. In this matter of conservation there is no loss of other qualities. Take the tissue towels manufactured by the company. In the bathroom, the kitchen, the garage, the office, anywhere in fact where towels might be used they are a decided asset. They are far and away more economical than the old time linen towel, they serve every purpose that it might

be made to serve, and they have the added advantage of being completely sanitary, a condition that even the most careful laundering of linen towels could not ensure.

This was one of the items of the exhibit that seemed to appeal most to the housekeepers who visited this attractive display. Laundry work, is one of the things that has advanced in price sharply of late, and here in the many attractive products of the Interlake Tissue Mills Co., was the opportunity to cut this expense to the minimum. Not only is the initial expense merely nominal, but there is no item for upkeep.

The exhibit was replete with beautiful samples of articles made from this paper. Crepe paper, table napkins,

luncheon and outing sets and decorative crepe in all manner of delicate shades, the possibilities of which were amply demonstrated in the dainty setting in which these goods were displayed, which was entirely the product of the company's mills.

In addition to these lines there was two-process crepe toilet paper, another of the well known lines manufactured by the firm. Visitors who saw this booth in the manufacturer's building, and there were few who did not pass and stop to admire sometime during their stay, learnt much of the possibility of saving in time and labor and money, and the added comfort that could be derived from a more extensive use of such products as those manufactured by the Interlake Tissue Mills.



Davies Quality Products Well Featured in the Dairy Building.

THE WILLIAM DAVIES COMPANY, LIMITED

THE exhibit of the William Davies Company, was as usual one of the most attractive booths in the Manufacturers Building. The display cases that formed the front of the booth, followed the general lines of the store window, and the goods displayed there, left no doubt as to the attractive display qualities of such lines of goods. Davies Pure Lard and "Peerless Shortening" formed the central features of this exhibit, while coming a close second to these was an interesting and attractive display of pickles, and roast and canned meats.

But this was not the only exhibit of the company. Over in the Dairy Building was a still more elaborate display. This is the first year in which the company has exhibited in this building and consequently their exhibit came in for an unusual amount of attention, and well might it do so. Many butchers stopping in front of the display pronounced the showing of beef and mutton, to be the very best on the grounds, and that was pretty high praise.

But the item of more interest to the grocery trade, was the very attractive exhibit of cooked and jellied meats. It would be hard to conceive of anything

more appetising in appearance. Then there was the display of bacon and ham, with special emphasis laid on Wiltshire bacon, one line in which the firm of William Davies and Company claims a deserving pre-eminence. Very attractive displays of butter and eggs completed the exhibit, that unquestionably stood well to the fore of all the exhibits of its kind on the grounds. The showcase was very tastefully decorated with natural and artificial plants and foliage, giving an atmosphere of freshness and coolness, and setting off the several products to the very best advantage.



Where Coffee Reigned Supreme. The Chase & Sanborn Booth at the Exhibition.

PERFECT COFFEE PERFECTLY MADE

THE exhibit of Chase & Sanborn, Montreal, revealed the importance with which this company views the problem of correcting what is admitted to be one of the greatest shortcomings of Canadians—how to make good coffee. For this reason the standard Seal Brand Coffee made by Chase & Sanborn was best impressed upon visitors to the Fair in the form of a dainty cup of richly flavored and high quality coffee. Seal Brand coffee needs no introduction as it has been the standard in many homes for nearly a lifetime, and those who stopped for a refreshing cup found this blend well adapted to even the most sensitive and exacting tastes.

In order that the best possible results from the use of Seal Brand coffee might be attained, Chase & Sanborn made a special offer during the Exhibition whereby a family Tricolator and one two-pound tin of coffee could be secured for \$3.50. This is exceptional value for the Tricolator is alone worth the price mentioned, but this offer was put on as part of the campaign to educate people to making better coffee. The Tricolator has been found to embrace the best process of coffee making and after exhaustive experiments by the foremost coffee experts of the world it has been established beyond doubt that the "filtration" process is the best. The Tricolator makes this method of making coffee pos-

sible to every housekeeper who is thereby enabled to equal the production of some of the most famous chefs in the world. The equipment requires practically no attention and makes perfect coffee automatically. It is also constructed so that every part may be instantly cleaned which is a very important point.

Down through the years in which Seal Brand coffee has been establishing itself as the standard for household use, this brand has never been permitted to deviate from the high standard set for its quality. It is packed only in ½ lb., 1 lb. and 2 lb. tin cans, and is never sold in bulk.



The effectively arranged booth where Lipton's Tea, Coffee and Cocoa were demonstrated.

THOMAS J. LIPTON

THE annual display of Thomas J. Lipton at the Canadian National Exhibition in the manufacturers' building was as usual one of the rallying points of the crowds that foregathered there.

The appearance of the booth itself that has always been one of the most effectively arranged displays in this building was more than usually attractive this year, and was constantly the centre of eager groups of people eager to taste the well known Lipton products.

There is too, an attractiveness in the fact that the company can boast of being "The largest tea house in the world," there is something compelling in size, especially when as in this instance it enables the blending of the products of a large number of tea gar-

dens, all owned and operated by Sir Thomas J. Lipton.

But while Lipton's teas have become an almost household word, that is not by any means the only activity of this company. This was brought very strongly to the attention of the Exhibition visitor. First of all there was in addition to the well known grades of tea, a fine display of Coffee of a quality quite in keeping with the high standard maintained by all the Lipton products. This Coffee is put up in sealed air tight tins, and in two blends, yellow and blue label, representing the very finest grades of coffee obtainable.

Then there was Lipton's cocoa, instant, soluble, and thoroughly economical. This product won the instant approval of the housewife, because it does

away with the boiling required by other cocoas. It is sold in conveniently sized tins of $1\frac{1}{5}$ and $\frac{1}{2}$ pounds.

Lipton's jelly powder which is becoming a very popular desert was also a feature of the display. It is put up in 10 cent packages and in twelve different flavors.

An item of unusual interest in regard to the firm might be noted here. About three years ago Sir Thomas Lipton sent over several hundred tea plants from his Ceylon plantations to be exhibited at the San Diego Exhibition. Rather contrary to expectations of many these plants took with the greatest kindness to their new surroundings. So it may not be a far distant time when Lipton tea plantations will be in full operation in California.



The store-like display of the well-known Wagstaffe Products.

WAGSTAFFE LIMITED, FINE EXHIBIT

AMONG the exhibits that attracted the most favorable comment and were the centre of appreciative throngs, the exhibit of Wagstaffe's Ltd. of Hamilton, held its usual prominent place.

The booth in its dark polished wood fittings formed a pleasing contrast with the surrounding displays, and set off the array of goods to perfection. The two display cases that formed the front of the booth, contained a variegated array of the well known products of this firm. The particular merit of this display from the grocers' standpoint was that here was duplicated the very conditions that he has to face in displaying such goods and the general arrangement of

the display as a suggestion to every grocer of how such goods could be arranged to best advantage was often commented on.

The high esteem in which all these products were held was one of the outstanding impressions that anyone who watched the crowd that was constantly gathering around the booth would carry away with them. The goods were evidently known and appreciated by most of the visitors, and to judge from the favorable comments of those who had the opportunity of sampling some of these products the list of friends was a growing one.

In addition to this popular booth in the Manufacturers' Building, there was

another booth on the main roadway of the Exhibition, given over entirely to the display and sale of Wagstaffe's Grape Juice. This booth was also attractively arranged, though there was usually such a crowd about it that there was little opportunity for getting a glimpse of its arrangement. Unquestionably this line, one of the newest of the firm's products is gaining a very well deserved popularity.

The publicity which Wagstaffe Limited is constantly giving to their goods in conjunction with their well known quality, is among the soundest reasons why the grocer should be sure to carry these goods.



Where proud parents flocked to get the baby weighed.

THE BABY'S WELFARE--THE PURPOSE OF THE BORDEN MILK CO. EXHIBIT

AS usual the Borden Milk Company exhibit was the Mecca of babies, large and small. Here they were brought by proud parents to be weighed on the baby scale, that was one of the features of the exhibit. Last year upwards of 1,500 babies were weighed during the course of the exhibition. This year that record will be far outstripped. It was an illuminating

fact that inquiries proved that the large percentage of bottle-fed babies has been raised on Eagle brand milk, and no better recommendation could be given than the bright, healthy and happy appearance of the little patrons.

But this was not the only service rendered to the public this year. In conjunction with the exhibit there was a moving picture exhibit. This exhibit was

visited by the large crowds of people who were outspoken in their appreciation. At this exhibit there were lectures on Infant Hygiene by Dr. Kirk, who each day has dealt with a different phase of this all important subject.

The unanimous appreciation of all those who have used Eagle Brand Condensed Milk is the surest sign of the growing esteem in which this sterling product is being held.



Reindeer Condensed Coffee Exhibit, one of the most popular booths at the Exhibition.

REINDEER COFFEE EXHIBIT A GATHERING PLACE

IT was not the easiest thing in the world to get an unobstructed glimpse of the Reindeer Condensed Coffee booth, unless you were among those who came very early, or who stayed very late. Yet it was a display well worth a careful glance with its spotless white setting off in bold relief the pyramid of golden brown coffee tins.

But it was not the matter of appearances that counted. All day long the counters of the booth were crowded with

visitors, eager to sample the coffee whose delicious aroma was in itself an invitation. Those who tasted sent their friends and the ones who lingered about the booth heard nothing but words of commendation.

Many people had not realized that a coffee with milk and sugar could be obtained in such a convenient guise by merely adding boiling water, and most of those who tasted were interested enough to leave an order. The fact that

there was no waste, that a 25 cent tin would make thirty cups, and the ease of preparation were the points that seemed to most attract the attention of the visitors to the booth.

But there was another point of interest, and that was the number of people who bought this coffee for some boy in the trenches. For that purpose it could have no equals. That in itself is a good enough reason for every merchant to consider this line of goods.



The Suggestive Equipment Exhibit of the Eureka Refrigerator Co.

THE EUREKA REFRIGERATOR CO. EXHIBIT

UNDOUBTEDLY by far the most complete and comprehensive exhibit of cold storage refrigeration equipment for the up-to-date retailer was shown by the Eureka Refrigerator Company, Limited, in the Industrial Building of Canada's Great National Exhibition.

This outfit comprised a 10 x 7 plate glass front Eureka refrigerator, one 12' 0" cold storage top counter, Vitrolite, and one 8' 0" cold storage top and bottom Vitrolite counter. This whole equipment was refrigerated by a one ton York ice machine, the running costs of same being approximately four to five dollars per month. The temperature of the large refrigerator stood from thirty to thirty-eight degrees during the entire period of the Exhibition, while the counters showed a temperature of thirty-eight to forty-two.

The Eureka Company have installed a large number of these equipments during the past year, and are at all times pleased to meet prospective buyers and help them to design the whole interior of their stores, as undoubtedly the day is near at hand when the retailer, whose store is equipped with these new cold storage counters, etc., will capture the trade in his own district.

The appealing method with which jellied and cooked meats, fresh steaks, sausage, etc., etc., can be placed before customers, practically compels them to make purchases, which, if the goods had not been properly refrigerated and displayed, the customer would have passed on to some other competitor who already has this equipment.

The new cold storage doors and windows, which were originated by the Eureka Company more than three years ago, have certainly proved the most successful departure from the old style method of retaining the cold, dry air in refrigerators. These doors and windows are kept airtight by a heavy felt rubber gasket seal, compressed in position by steel spring hinges and automatic self-closing fasteners, and eliminates all former troubles which were common on the old style wood rabbetted door, which invariably warped and swelled, causing expensive leakage of cold air. This Company was the first to recognize the great benefit to be derived from these windows, and the first one of this design sold in the fall of 1914 is giving the same excellent service to-day as when installed.

There was also shown the latest design

of grocery and household refrigerators, all fitted with cold storage doors and windows. We may say that this is the first occasion that there has been a refrigerator exhibit in the Dominion of Canada where every refrigerator shown was fitted with airtight cold storage doors and windows, the old style door being absolutely eliminated from the exhibit.

The small refrigeration machine, which was exhibited (costing \$455 installed) is a coming necessity for the average grocery store. This machine, which costs approximately 75c. to \$1 per month for operation, promises to revolutionize the refrigerator problems of the average retail grocer.

This machine cools a refrigerator about 5' 0" front, 2' 6" deep and 6' high, to a temperature of thirty-six degrees, and has an automatic control which cuts off the electric power when refrigerator is cooled to thirty-six degrees and switches on same when the temperature rises to thirty-eight or forty degrees. This machine, therefore, requires no attention, being self-regulated.

Numerous other invocations were shown at the Eureka exhibit which cannot be detailed owing to lack of space.



Anything in scales. One of the bright spots of the Exhibition—The Brantford Scale Co. exhibit.

BRANTFORD SCALES, MEAT SLICERS, AND CHEESE CUTTERS

WHEN you have said that a product is made in Canada, you may not have said all that is necessary, but you have certainly said a good deal. But when you can say that these goods can stand side by side with the very latest and best output of the best factories in any part of the world, and not have to admit a single shade of advantage on the part of the latter, and then can say that the product is product of Canadian workshops only, and that no hand but a Canadian hand touched it through any of the different processes of manufacture, then you have actually said something that ought to bring it to the particular attention of every Canadian who is interested in furthering home industries, and in encouraging the production of the best that money can buy in any line within our own country.

The products of the Brantford Scale Company should, therefore, deserve the

most careful consideration of every person interested in scales, for they live up to all these conditions. There is no line of scales manufactured that for variety, accuracy, dependability and general appearance can show anything that cannot be duplicated or surpassed by the Brantford line of scales and meat slicers, and they are the exclusive product of a Canadian factory and Canadian workmen.

The exhibit of the Brantford Scales at the Canadian National Exhibition this year, under the direction of Mr. Thomas Ferguson, certainly set a standard for displays of this nature and was as much admired as any exhibit in the Process Building, where it was located.

The centre of the display this year was the new enclosed scale that is the last step in scale manufacture. In this scale all working parts are covered. There can be no danger of tampering, no annoyance through dust finding its way into the

mechanism. The new enclosed base does away with all this, and at the same time adds in a marked degree to the attractiveness of its appearance.

In the display there is practically every variety of counter computing scale, from the modest two pound scale so well adapted to confectioners' use, and to any purpose where an accurate reckoning for light weight is desired, up to the forty pound scale capable of meeting the most exacting requirements that can be placed upon it.

In addition to this there is a line of meat slicers and cheese cutters that is the unquestioned equal of anything on the market.

The display in itself is a vindication of the industry that gave it birth. Starting in competition with many large and well established concerns, this Canadian product has pushed itself into the front rank from the sheer merit of the wide variety of goods produced.



One of the interesting places in the Dairy Building—The Swift Canadian Co. Exhibit.

SWIFT'S PREMIUM PRODUCTS

THE display of the Swift Canadian Company in the Dairy Building, was one that was usually the centre of a substantial crowd, who knew good meat when they saw it. Certainly the display of beef that formed the background of the exhibit could not well have been bettered.

But the striking point of the whole display was the way in which each of the products prepared by the firm was brought to the attention of the visitors. No particular stress was laid on any one thing, but the whole display was gotten up as an education for the public in the products handled by the firm. Inside the brightly lighted refrigerator display case were a large number of individual tables edged with green. On each of these tables there was a unit display that focussed the attention on some one of the products handled by the firm.

On the first table for instance there was a display of Swift's Cotosuet Shortening. The next table showed a display of Silver Leaf Brand Pure Lard. The next still an exceptionally attractive

display of Brookfield sausage. Two following tables were given over to summer specialties of every kind, cooked and jellied meats, appetizingly displayed. Right in the centre of the display, and probably the tables that most surely caught the eye of the passerby was the section given over to Swift's Premium hams and bacon. Nothing finer could possibly be conceived than this showing of these almost universal foods. Though the exhibits this year were of an unusually high quality this display had to yield the palm to none.

The Brookfield products in which this firm specialized also were well displayed, each in its own special unit. Brookfield butter, Brookfield eggs and Brookfield cheese each came in for their due share of approval, while the showing of milk fed chickens that formed the last unit of the exhibit was in itself an education.

Unquestionably the system of unit display adopted by the company added much to its value. Each item of the business was called to the attention of

the visiting public with equal force. In this regard it took a very high place among the exhibits in the Exhibition. It actually brought all the goods to the attention of the public. In all the exhibit great stress was laid on the matter of the care that marked every process of manufacture, care that has come to be recognized as one of the chief characteristics of all the company's products. It is to be noted too that this was not an exhibit gotten up to please the public alone. It was there to demonstrate the everyday character of the Swift's products. No single item in the display varied in one iota from the character of the goods that would come in response to the order of any grocer. It is a service of high quality consistently maintained that is one of the greatest elements in assisting the merchant who handles these lines. The Swift Canadian Company live up to the character of the goods they displayed, and to those who visited the Exhibition and saw this attractive exhibit no further words are needed.



The Harry Horne Co. renewed many friendships and made many more.

FEATURES OF THE HARRY HORNE CO. EXHIBIT

A VERY interesting feature at the Toronto Exhibition, was that of the attractive exhibit of The Harry Horne Co., Ltd.

The words "Double Cream" custard formed a very popular phrase in almost every part of the grounds, for one could hear people say:—"Did you get a package of 'Double Cream' custard" and the answer invariably would be, "Oh yes, it is so nice, so convenient, and makes such delicious deserts that we could not go home without it."

Over 20,000 "Double Cream" custard souvenir hand bags were given out to the housewives to carry home their parcels and souvenirs.

These hand bags were attractively printed, with a descriptive matter on the "Double Cream" custard, and this in its self should have its good effect in the way of informing the housewife of the merits of the custard.

Numerous people, who have used ordinary custard powders for years, made the assertion that Harry Horne's "Double Cream" custard powder, was smoother, richer and more nourishing than any English or Canadian custard powders they had ever used, or seen offered for sale by any grocery shop. When once you taste the difference between "Double Cream" custard and ordinary so called cream custards, you will realize in a moment that the public know what they are talking about.

Every purchaser of the custard, was supplied with a receipt book free of charge, showing 25 different methods of preparing dainty deserts from "Double Cream" custard powder. Other advertising matter was also freely distributed, and seven demonstrators were quite busy from early morning till late at night informing the public of the merits and uses of this delicious custard.

"Double Cream" chocolate desert and

"Double Cream" salad dressing powder also came to the attention of the public in a forcible manner, and upwards of 10,000 packages went out to different homes throughout Canada.

As a result of all this work and expense, the grocers throughout Canada should profit greatly through the demand for these articles, that will follow.

In connection with the firm's general exhibit, was a very classy display of Pascalls of London, Eng. novelties and confectionary, and also of Peek Frean & Co., Ltd. of London, Eng. Manufacturers of the biscuits that decorate the tables of the best homes throughout the world.

Mr. Harry Horne is the Ontario representative for both these firms but owing to restrictions on export from England, he reports no goods coming forward at the present, but as soon as conditions permit, they will come over in larger quantities than they ever came before.



An attractively displayed Flour and Cereal Exhibit.

RALSTON PURINA PRODUCTS, WELL DISPLAYED

REALIZING that it is possible to combine patriotism with business, The Chisholm Milling Co., Limited have inaugurated a campaign to promote the sale of all Ralston Purina products. This means that every product bearing the name and the checkerboard Trade-mark is a whole wheat product.

During the Canadian National Exhibition which has just closed an attractive booth was literally taken by storm by persons eager to secure samples of Ralston Wheat Food. Thousands of these samples were distributed to persons from every section of Canada. This means big business for both the whole-

saler and retailers handling these goods. They are co-operating with the food control authorities of both Canada and United States by teaching economy in the use of Whole Wheat products.

The other products of the mill such as rolled oats, oatmeal, pearl hominy, grits, white corn flour and gold dust corn meal were also displayed.

To assist the wholesale and retail trade, they are launching a large advertising campaign in conjunction with Ralston Purina Company of St. Louis. The mediums to be used are as follows:

Saturday Evening Post, Good House-keeping, Country Gentlemen, Ladies

Home Journal. These mediums have a circulation in Canada of approximately 300,000. They will also use the papers of all religious denominations and most of the large city dailies.

Therefore, now is the opportune time to link up with the Ralston products. Order Purina Whole Flour and Ralston Wheat Food through your jobber. Cash in on this big advertising campaign. Display these goods in your windows and on your show cases.

Orders for five cases assorted are shipped prepaid direct from the mill but billed through your jobber.



Milk Macaroni—one of the bright displays in the busy section under the Grand Stand

C. H. CATELLICO. Ltd., ORIGINATORS MILK MACARONI

MACARONI is a food that is rapidly coming into its own. With the great improvement in the product during recent years its popularity has increased to an almost fabulous extent. Perhaps that is one of the reasons why the C. H. Catelli booth under the Grandstand was one of the show places of the Exhibition.

Here for the whole two weeks of the Exhibition there was a steady stream of visitors to the booth who came to see a familiar product, or who went away with the fixed intention of making macaroni a feature of their menu in the days to come.

There is a special reason why Catelli's Macaroni should appeal to all Canadians. It is made in a Canadian factory, the largest factory of its kind on the continent under the most perfect sanitary con-

dition. It is made of wheat grown in our Northwest. Moreover the Catelli Company are the only manufacturers of Milk Macaroni. Most other macaroni is made by the addition of water. In this product the water is replaced by milk, thus adding greatly to the creamy texture of the product and to its strength giving qualities. The Catelli Company is the only company who uses milk in its manufacture, and this fact alone is sufficient to justify the belief that this product is the best that can be procured. It is handled in the most sanitary way in a sunlit factory by white clothed employees. All the operations are carried on by machinery.

It is only of late years that Macaroni has been adopted as a food by the people of this continent. It has gained a firm hold however, in these later years, and rightly so. In no other form of food is

there such concentrated nourishment. It is an energizer and tissue builder far in advance of any of the other popular food products. It has three times the food value of meat and can with economy replace cereals, meat and potatoes.

Moreover its use is not limited as people used at one time to believe. Those who visited the booth at the exhibition were delighted with the number of attractive ways in which macaroni could be served. There are well over a hundred recipes for all varieties of food, all made with a basis of macaroni, and all so appetizing that the natural thing is to ask for more.

The sale of macaroni is a constantly growing one, and the campaign of publicity that this company is carrying on is making the name Catelli almost a substitute for the name of the product itself. The wide awake grocer who is looking for live lines, could do no better than hitch to his business this standard high quality Canadian product.



Gorman, Eckert & Co., Ltd., Display of Club House Brands.

CLUB HOUSE BRAND OLIVES AND CATSUP

GORMAN, ECKERT and Company, Ltd., exhibit at the Canadian National Exhibition, was one of the booths where everyone stopped and looked. This was partially because the exhibit itself with its pyramids of olives and catsup was one of the brightest and most attractive exhibits to be shown anywhere, and partially because the public generally has come to associate the name Gorman, Eckert & Co., with olives, have in fact come to think of them under that name.

There is a good and sound reason for this too. It is something in Canada to have a firm who can with justice claim to be the "largest packers of Spanish olives in the British Empire". Such a business cannot be built up without a solid foundation of merit beneath its products. This the public have come to know. They realize the worth of the product that has made this business, but they may not realize all the circumstances that make for that worth.

Gorman, Eckert & Co., olives have become a household word because the product has the unceasing care of a house which believes in seeing that there can be nothing better than the products that are bottled under their well known

"Club House" brand. The finest orchards of Seville the finest olive growing section in the world are alone good enough for the Club House Brand. The brine with which they are covered is made from the purest salt obtainable and water from the firm's own Artesian wells. That is the reputation that is behind these goods, a reputation that is good as a gold bond to the grocer who sells this line. Moreover, there is nothing in the olive line that the firm does not handle. Visitors at the Exhibition were surprised at the great variety in which the olive could be secured. Banquet Queen and Lunch Queen, the blue ribboners of the olive world were exhibited side by side with the daintily stuffed olives, pimento, manzanilla and celery with an added line known as "Sandwich and Salad" made of olives pimento and celery, the thing par excellence for the housewife in doubt as to what to use for her luncheon sandwiches.

One of the chief lines featured at the Exhibition this year was the Club House Catsup which is to the catsup world what the Club House Olive is to the olive world, the best obtainable. In this line Gorman, Eckert & Company had not

as undisputed a field as they had in that of olives. But the well known policy of the firm not to put out a produce under their brand that could be bettered in any way has brought this product rapidly to the fore. There were many people at the exhibit who tested this catsup, who had no hesitation in saying that it would be their choice of catsup in the future.

To put the situation in a nutshell it is this. Gorman, Eckert & Co. are the largest packers and the first packers of olives in Canada. They had a reputation to maintain and a trade from Vancouver to Newfoundland to satisfy. The ever growing popularity of these and their other strictly Canadian products are an outstanding indication that they have not fallen short of their ambition to put up the best products of their kind obtainable. The grocer who knows what a sound reputation means, and who is acquainted with the pulling power of a well known name will not neglect the opportunity of hitching his business to such well known and established lines. Everything with the "Club House Brand" should find a place on his shelves.



The Cosy Bungalow Display of the Canadian Milk Products Co.

KLIM THE MILK PRODUCT WITH MANY FRIENDS

ONE of the best exhibits of all those on the grounds was the booth given over to the display of Klim ("read it backward"). Built with a bungalow exterior, the interior carried out in every respect this suggestion. It was furnished like a dining room, a cosy compact little dining room, with mission furniture and panelled walls in keeping. Even to the pictures on the wall everything was complete. At the back of the room where the buffet would have been was a fine display of this product combined with some advertising posters, that fitted in in every particular with the general spirit of the display. On the table in the centre of the room there was also an attractively arranged display, glass jars showing all of the products of the manufacturers. These and the sign above the door of the booth

were about the only actual suggestions to connect it with an actual product.

Yet despite this fact, the very unusualness of the display seemed to form one of its most attractive features, for of all the booths in the Manufacturers' Building there were none that attracted greater interest than this exhibit of Canadian Milk Products, Limited.

Not that the interest was entirely due to the nature of the display, but chiefly to the simplicity of the display. Unquestionably a goodly number of the people who stopped at the booth were already daily users of the product, and did not need the ministrations of the young ladies, who garbed as though dispensing the hospitalities of this little home, demonstrated the fact that Klim takes a high place among the staple products, used in every home. There were those, however, to whom Klim

was a novelty. These were served with a sample of this product in liquid form, and in every instance remarked, "It tastes like fresh milk."

As Klim is all the food value—and nothing else—of fresh pasteurized separated milk in dry powder form, it is natural that it should "taste like milk"—and can be used in place of all other forms of milk.

Unquestionably the product is getting a firm hold on the public taste, and through the course of the Exhibition the general character of the display, backed by the established worth of the product, gained many new friends. In so placing their goods before the public Canadian Milk Products Limited has added materially to the saleability of the product. The grocer who is well advised will not fail to get his share of this spirit of popularity that has been engendered.



The Mecca of thirsty souls where Red Rose Tea was served

A SERVICE DEMONSTRATED IN LITTLE THINGS

A FACETIOUS gentleman as he finished his cup of tea and pocketed the coupon entitling him to a discount of 5c. on the next package of Red Rose Tea purchased, remarked that he had already drunk enough to buy a pound of tea.

One well-to-do Torontonion made the statement that he and his wife came to the Booth for a cup of tea every time he was on the ground.

A lady admitted in response to an invitation to have a cup of tea that she had already had three since supper.

These are only instances of the thousands that could be quoted to demonstrate the fact that the reason people thronged about this well-known booth was that they got what they wanted. They got a cup of tea that was good tea, and you can't make anything with bad materials.

The honest quality of goods sold, is, of

course, the great selling agent, but it is not all. Tied up with every sale must go a certain percentage of service, and when this percentage falls below par, there is a hitch in the selling machinery.

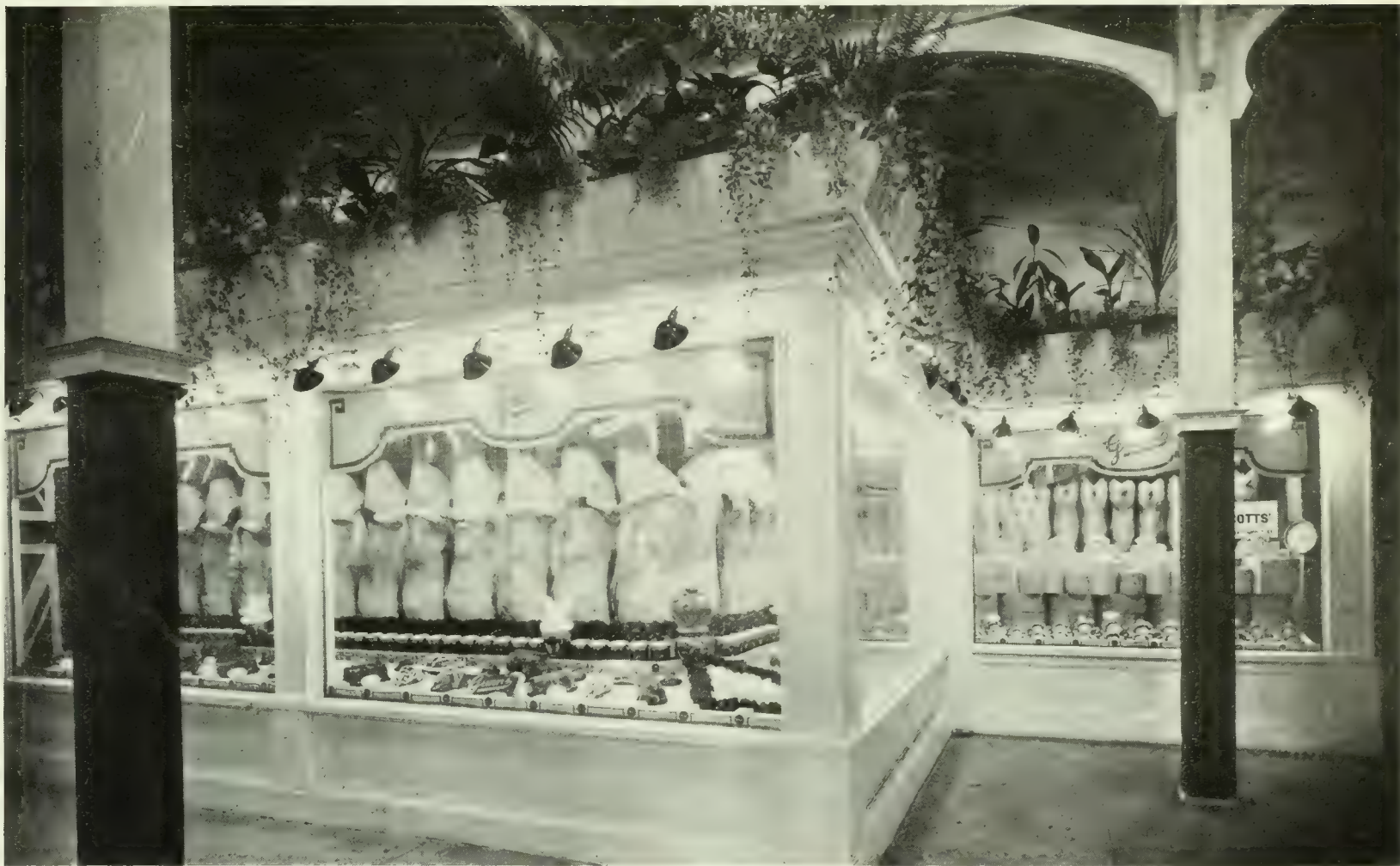
Did it ever occur to you why you always found so many people waiting at this booth for the opportunity to get a cup of tea while in other parts of the building there were other booths also serving tea, and all over the grounds the "barkers" for the different restaurants were pleading with people to come and refresh themselves. You will agree, however, that just service or quality could not hold this constant crowd. It was distinctly both.

As to the service, it was the Red Rose Tea Co. standard—the best. There was a constant rush about the booth, and a constant straining of its necessarily limited facilities, but there was never a cup served that was not immaculately clean. Three

women in the little kitchen saw to it that this item was not skimmed. There was never a sharp rejoinder from one of the young ladies that served the tea. Because they only worked half the day and so were not subject to the strain that might test the best of tempers. These are only little incidentals interesting only in that they typify a service. The tea itself was made by a tea expert, and was every day under the direct personal supervision of the Toronto manager.

The Red Rose Tea Booth was more than an exhibit, it was a demonstration, a demonstration of the quality of the product, and the service that this firm looks upon as a matter of almost as great importance.

Quality and service. There is the answer to your unspoken enquiry as to the reason for the persistent throng about the booth of the Red Rose Tea Company Exhibit.



Gunns Products One of the Outstanding Displays of Dairy Building.

GUNNS MAPLE LEAF PRODUCTS

FOOD products that bear the name of Gunns, need no introduction.

Most people stopped to look at Gunns splendid exhibit in the Dairy Building, with the feeling that they had met an old friend. The various products of the company have long since earned the well merited reputation of being strictly first class, high-grade quality.

The exhibit this year featured a particularly fine beef display that could not be bettered, and could with difficulty be equalled. In this beef was typified the quality of the products entering into all the company's output. In itself this display represented a money value that is almost beyond belief.

But beside this display there was a wonderfully appetizing array of specialties, a wide range of jellied and cooked meats in fancy moulded forms, and roast hams in wide variety. Butter and cheese formed another attractive section while the poultry display showed the

very best that could be procured in this line. Probably one of the most attractive items of the whole display was the showing of "Maple Leaf" hams and bacon. This is a line in which the company takes particular pride. It represents the very cream of these products. A high class line made to supply a high-class trade, and "cured for epicures."

In connection with this exhibit a contest was held, a considerable sum of money being appropriated to reward customers who correctly counted the number of times the word Gunns appeared in the display. This contest occasioned a great deal of interest, and there was a constant bevy of people around the display.

In the manufacturer's building there was an effective display of "Easifirst" shortening. A view of this booth appears on the opposite page. Demonstrations were constantly in progress and the visitors at the Exhibition were

in a position to satisfy themselves of the outstanding merit of this product. Few of the exhibits in this building were so constantly the centre of an interested crowd as was this demonstration and display. The delicate looking pastry and cakes displayed readily caught the attention of the passerby, and the demonstration made many new friends for a product that has been growing rapidly in favor with every passing year.

The manifest esteem in which all the products bearing the name "Gunns" were held would have been an eye opener to many grocers. They were known and appreciated and admired by all who visited the display, and that means a goodly proportion of the visitors to the Exhibition. There were many grocers, too, who visited the display who went away with a new confidence in these goods after listening to the comments of those who viewed the display.



Model Kitchen is Popular. Easifirst Shortening Justifies its Name.

How I Keep Trade at Home

Putting Some Actual Ideas Into the Fight Against the Mail Order House—Ideas That Revolutionized One Small Town.

Editor's Note—The accompanying article appeared originally in System. We are reprinting it here because it deals with a question that is of vital importance to every merchant, a question to which many merchants have failed up to the present to find an answer. We believe that this suggestive article, if carefully considered, may well point the way to better business conditions.

By H. Leslie Wildey.

EIGHT years ago, when I came to Graettinger, I found that the farmers were splitting their trade three ways. Part of it came to Graettinger. Part of it went to other towns nearby. The balance went to mail-order houses and it was no small amount.

Seemingly each local merchant was so busy protecting his own scalp from local

competition that no one had time to pay the slightest attention toward keeping local trade from slipping silently past Graettinger stores into the mail bags.

This statement is not intended as any reflection on the ability of my local competitors. I believe it is a condition that exists in many small towns. The chief reason for it, I am convinced, is lack of willingness or ability on the part of the small town merchant to supply the real needs of his customers.

I decided that it was possible to change these conditions as far as my store was concerned. I have since learned I was right. And just because the conditions I have described are so common, even to-day, I believe some of the methods I have used to keep trade at home may prove worth while to other merchants.

The stock I took over inventoried be-

tween \$13,000 and \$14,000. The store in which I started business had been operated on a credit basis for over a quarter of a century.

Of course every merchant knows that a rapid rate of turnover usually means better profits. I started in business with the idea of reducing stocks, increasing my rate of turnover, and going after the trade that was drifting away from our town by way of the mail-bag route. While I could not afford to sacrifice my stock in order to reduce it, I decided to "push it," at regular or slightly reduced prices, until it assumed the desired proportions.

It seemed to me that one reason why farmers were sending to outside markets for merchandise was because local merchants failed to get live "news" into their advertising and into their goods. What I mean is this. A farmer coming into

the store in June got the same impression from the general appearance of the stock and store arrangement that he received the preceding January and perhaps the January before that. If you have noticed the attractively worded description about each item that the mail-order house people put into their catalogs, you will get what I am driving at. Just to read the catalog makes you want to dig down into your jeans and spend your money. The big department stores accomplish the same results by attractive window and store displays. Now it seemed to me that before I could get real "news" into my advertising I must first put it into my merchandise.

I accomplished this by rearranging completely the stock on hand. Canned corn, for example, was placed in a less conspicuous display space and canned peaches, on which I was a little "long," were pushed to the front. Carrying this idea through the entire stock, a pleasing change was made in the general appearance of my store.

Stock out of sight is not likely to be called for, while merchandise properly displayed will often remind a customer of a need; or will perhaps create—in his mind—a desire to purchase some one article which he had not thought of before coming to the store. As display space was limited in our store, I had several ordinary tables made. These tables we placed in the center of the aisles. They are ten feet long and three feet wide and have a broad shelf underneath.

On several tables I display canned goods and dried fruits; on others, shoes, dress goods, linens, notions, and hardware. Every article is plainly marked with the selling price.

Getting Customers in the Habit "Looking Around"

To keep these tables interesting we change the displays frequently. The measure of life of any one display is sales and convenience. We maintain a table of hardware the year round, except for the two weeks preceding Christmas.

Customers seem to like the table idea. It encourages them to look around while waiting to be served. They also have a chance to examine the goods and make comparisons. For instance, suppose a farmer needs an iron drill bit. The stock is before him on the table. He inspects one bit, compares it with another. It does not take him long to make a selection and he knows he has picked the bit that will best do his work. He is satisfied.

During the holiday season or at any time when the store is crowded, these tables save the time of salesmen to a great extent. Our salesmen do not follow customers about when they are looking at the table displays, yet they are always near enough to give immediate service. When shopping in this way customers do not feel that they are encroaching on anyone's time. I am sure they often buy more than they would if a salesman stood at their elbow, per-

haps impatient to wait upon another customer.

During my first eight months in business in Graettinger I devoted my time to arranging my stock and getting acquainted with the customers. I operated my store on the same basis that nearly every other small town store is operated—credit. Everybody got credit. I thought I had to give credit or sink.

One day I took off my hat and did some real thinking. I didn't think about credit, either—I thought about cash. I had a pretty good idea of about how much cash went out of our town each year to buy goods for farmers. Incoming freight consigned to people in our territory represented some mighty substantial profits we local merchants were not participating in. As I named over the "reasons why" I didn't "cuss" the farmer nor the mail-order houses. I don't believe in "cussing"—I do believe in investigating. I made up my mind I was going to get my share of that cash before it went into the mail bags.

Taking some of the "Overhead" Out of Prices

Jobbers and manufacturers offer merchants many worth-while advantages in the way of cash discounts. I figured that if I could take advantage of them, those discounts would mean lower costs for my customers and me. I figured up the saving in costs if I could discard the expense of keeping credit books, sending out monthly bills, and paying interest on long time credits. The big problem of my predecessor had been in getting the dollars that were marked on the debit side of his customers' ledger.

My next step was to think of all the advantages I could offer customers to induce them to pay cash for quality goods. I worked out a plan based on cash buying and cash selling, and the saving of money to customers.

I then submitted my plan to some of our farmer customers. I demonstrated to them that if we could buy and sell for cash we could give them a worth-while saving, because we could eliminate a number of the costs of doing business. I explained that as long as we incurred these extra expenses, we had to add them to our selling prices. In other words, I showed how we could operate on a considerably narrower margin of profit by cutting out the overhead expense on bookkeeping, bad debts, long-time credits and lost cash discounts. I also explained how, on a cash basis, we would be in a position to take advantage of the power of cash buying.

Furthermore, I demonstrated that by operating on a cash basis I could and would meet the prices of any out-of-town competitor on any class of merchandise. I could not only give the customers better service than the mail-order houses, but I could save every customer half the freight on any purchase. In ordering goods from the mail-order houses customers paid for their purchases in advance and paid the freight when the goods arrived. My

goods would be in the store ready to take home and I would always be on the ground ready to adjust complaints. There would be no delay, nor waiting, nor explanations of "why" goods had not arrived.

Many merchants have asked me how I can meet the competition of concerns that buy the entire output of factories and mills, and offer merchandise at prices the average small dealer can not meet. My theory is that you can nearly always fight fire with fire. A small fire in the right place will often prevent a larger fire from spreading.

Take the retail price on an article. I pay, of course, a certain price for that article. Now in selling the article my price to the customer must include the the first cost of the article, plus the percentage cost of overhead expense, plus the percentage of profit. In the "overhead" expense account there are many items—credit, delivery, light, heat, rent, insurance, salaries, and the like—my cost of doing business is lowered in proportion to the cost of the service that I have eliminated. The eliminated charge can then be prorated and subtracted from the selling price of the merchandise.

If customers are willing to buy on the same basis that they buy from the mail-order houses, paying cash and eliminating certain conveniences of service, then I am in a position to give them the same or even a larger saving on most lines, depending, of course, on buying ability. Right there is where I save customers a big portion of half the freight. We shall come to this buying problem in a minute.

From the beginning the farmers took to this plan. Not one said that he couldn't pay cash. Most of them said they would try it out. And they have. One night, Wildey's General Store—which had been operated on a credit basis by various merchants under various trade names for over twenty-five years—closed its doors for the last time. The next morning Wildey's Cash Store started in business.

A thorough investigation of market conditions proved that I could do much better than I had expected in buying goods for cash. This meant that I could save customers more money. I put my plan before various manufacturers and jobbers who made or distributed dependable merchandise. I pointed out to them that not only was I in a position to pay spot cash with every order, but that I could save them considerable selling expense, as it would not be necessary for them to send their salesmen to call on me. I explained that I would do my buying by mail or would visit their salesrooms.

Some Buying Methods That Have Cut Costs

Thus, by eliminating a part of the manufacturer's and jobber's direct selling cost, I obtained special consideration. In some instances this resulted in an extra five or ten per cent. discount. More than ninety per cent. of

the merchandise in my store to-day is bought by these direct methods.

I find there are certain advantages in confining my buying. All of the hardware sold in my store during the past seven years, for example, has come from one supply house. During this entire period their salesman has never entered my store.

Another buying method that I employ regularly to considerable advantage was forced on me during my first year's experience. In my first twelve months it was impossible to reduce stocks to any extent. Yet I found it essential to add certain lines to round out my general stock and to place it on a service basis. This I accomplished by small quantity buying.

Instead of buying a dozen pairs of shoes of a certain style and size, for example, I purchased one or two pairs. This, of course, did not apply to the big selling sizes of staple numbers. Frequently re-orders made it possible to maintain a stock with a minimum of lost sales. I now use this plan regularly in most of my buying. One spring, just after I returned from a marketing trip, we held our "spring opening sale of wash goods." Selling was much heavier than we anticipated and for the first eight days daily re-orders were sent to market for additional goods. These came every day by express.

We have increased our rate of turnover between three and four hundred per cent. by following this system. On an average our present stock will inventory from 33 1-3 per cent. to 50 per cent. less than it did eight years ago. Depreciation and loss by reason of style changes and goods becoming damaged and shop worn have decreased materially. The saving on interest charges on a large stock in hand is a big item. The way I figure is this: It is always easy to buy goods, but it is sometimes a different story to sell them. When a stock is overbought and goods get to sticking on the shelves, the knife goes into the selling price. This means a direct loss in moving goods that should turn at a profit. My method of buying saves me a lot of this knife work. Keeping stocks well rounded has brought me many profitable customers. If goods are called for that are not in stock, the customer consciously or unconsciously questions your ability as a merchant.

We carry a small "convenience" stock. This is merchandise that we keep almost exclusively for the convenience of a few customers. Perhaps a customer will want a certain brand of tea, or a soap which is not a popular seller. If we do not carry it—and the customer is not inclined to favor any of the brands we do carry—we make it our business to get what he wants in the shortest possible time. We may think that our regular brands are better; but that is not the point. It is policy to give the customer's kind of service.

Advertising has been the means by which I have been able to make all of our other methods successful. It has

enlarged my trade territory in several directions. I use not only the local newspaper, but also a great deal of direct-by-mail advertising material of various kinds which I shall describe in some detail presently. Here again I am meeting mail-order house competition by mail-order methods—fighting fire with fire, in other words.

Frequently, I place advertisements in the local papers of towns within sixteen to twenty miles from Graettinger. When we advertise in several papers during the same week, we use different copy in each. This we do because many farmers read more than one paper. An advertisement in our home paper may not interest some readers, while our advertisement in a neighboring town's paper may list a number of articles these same readers need. Results in sales are bound to follow and valuable circulation has not been wasted.

Not long ago someone asked me for my rules in advertising. I have no rules. I get up my copy and hand it to the printer or compositor on our local paper. He is not limited to the amount of space to be used. If the copy should properly require a three-column, ten-inch space, I do not want it jammed into a two-column, six-inch space, simply because I had decided beforehand that was all the space I could afford to buy. The printer knows more about "set-up" than I do. It is up to him to give me satisfactory results in a reasonable amount of space.

Our advertising expenditure runs about 2½ per cent. of our gross sales, quite low I find, in comparison with the figures of many other merchants. Almost every week we send some direct-by-mail advertising matter—quoting prices—to several hundred customers. The items are printed on a card usually six by nine in size. Frequently I attach samples of the goods advertised. Very often I print notices of farm sales that are to be held in our neighborhood, along with the notices of my merchandise. Farmers holding sales of live stock or farm produce appreciate the courtesy. The cost is slight.

A short time ago we bought some extra fancy dried apricots. I selected samples and placed them in a 1½ by 2 inch drug envelope and attached the envelope to the regular card. Our sales on apricots the next two weeks increased enormously over any previous records.

Spring wall-paper samples were sent out in a similar manner. On the back of each sample we told the cost of the paper required for a room ten by twelve feet, with two windows, two doors, and an eight foot ceiling. As that is the average sized room in the average farm house it answered the farmer's most natural question—"What's the cost?"

Dress goods samples used in the same way always attract women buyers. The prices per yard are plainly marked.

Occasionally I send out the old-fashioned stick candy (the kind that comes wrapped in paper) to the children. Children make mighty good friends and

it pays to watch for the little things that will interest them. Many times when I have been travelling about the country I have sent out several hundred picture postcards of various points of interest. These are addressed to the children. Each card carries a greeting and tells where I am and what I am doing. Sometimes I mention that I have just bought some very attractive lines which I believe will be of interest to their mothers or fathers. These cards, addressed to the children, receive a wide reading among grown-up customers.

Many merchants tell me they don't know how to write good advertising copy. I don't either. I try to put just as much of myself into every advertisement as possible. I write my copy just as though I were standing behind the counter and telling the customer about the merchandise or the special bargain offer. I believe every merchant should cultivate an individual personality for his store, a personality that will be generally recognized by the buying public. That is why I believe it is poor policy to start off an advertisement with some high-sounding phrase that is absolutely unlike anything you yourself would use if you were talking.

Here is a sample of the kind of copy I have found most effective, the kind I use every week of the year. This happens to be on churns.

"Are you interested in churns? I'm not. Too many painful memories left over of when I was a kid for me ever to take any further interest in churns. Every time I go back and see that old churn, I'm glad I've 'grewed up.'"

"If, however, you are unfortunate enough to have churning to do, just to show that I really sympathize with you, I will sell you a barrel churn, five-gallon size, for \$3.35. If you need a larger one, we have a seven-gallon model at \$3.55. Both sizes guaranteed."

There is nothing put on about it. It's the way I would talk to a customer. Maybe that is not "good" advertising, but it sold the churns and it is the kind of advertising that has helped me to reduce my stock about fifty per cent. and has increased my sales several hundred per cent. in the past seven years.

Another thing I have found of vast importance is always to stand behind my advertising. Not so long ago, I meant to advertise a lantern special at 79 cents. The price quoted in the paper was 20 cents. It was the printer's mistake. However, I did not tell customers anything about his mistake. I sold our entire stock of lanterns at 20 cents each. That was way under cost, as they were a good value at the regular price. This loss was charged to advertising.

For many times the amount of that loss I could not have afforded to tell customers that a mistake had been made in my advertising, or that I could not sell the lantern for such a ridiculously low price. The very reason I'm advertising is to impress upon customers the

(Continued on page 60.)

THE CLERKS' DEPARTMENT

BANISHING THE TRIALS OF THE AGRICULTURIST

How Cyrus McCormick is Making the Farm Machine
Run—A Sketch of His Career From Affluent
Youth to Successful Leadership.

A good sketch of Cyrus H. McCormick, the head of the International Harvester Co., appears in *Leslie's Weekly* from the pen of B. C. Forbes. It presents the human side of the man as well as the business side; and McCormick has a very human side, beginning with the time that he earned his first personal money by relaying twenty tons of coal. Here is the story as Mr. Forbes tells it:

Let me relate how the boy Cyrus earned his first money; it illustrates the character of his upbringing. Twenty-two tons of coal had been dumped on the side of the roadway a hundred yards from the cellar of the McCormick home to be loaded into a wheelbarrow, trundled across the grounds, and emptied into the coal bin. The twelve-year-old Cyrus volunteered to do the job, if his mother would pay him the regular rate of fifty cents a ton allowed for this work. She readily consented, and for several days the schoolboy kept loading and pushing and emptying that wheelbarrow until the last pound of the twenty-two tons had been deposited in the cellar. His back was nearly broken and his hands were badly blistered, but when the work was done he placed \$11 in his bank and resolved to set about earning \$100 as fast as he could.

There was a sad sequel. By doing many other jobs about the house and never missing an opportunity to earn a few cents or a few dollars, he accumulated in three years his \$100 and deposited it in a savings bank. He had attained his first financial ambition. By his own efforts he had become a capitalist. His achievement gave him intense satisfaction. One month later the bank failed! Carlyle could not have felt worse when he discovered that the maid had burned the manuscript of his "French Revolution"; De Lesseps could not have suffered more through the collapse of his Panama Canal venture; nor could Jay Cooke have been more poignantly chagrined over the loss of his millions than was young Cyrus McCormick over the loss of his hard-earned savings.

"It was a terrible blow," he told me not long ago, "and it took me some time to accept philosophically the consoling words of my mother that the experience of toiling industriously for the money was worth much more to me than the money itself. But," he added with a laugh, "I now believe she was right."

In gathering material for this character sketch I asked one of Mr. McCormick's Princeton classmates, who has remained intimate with him ever since, what were some of Mr. McCormick's predominant qualities.

"He is the personification of 'John Halifax, Gentleman.' He might well stand, also," he replied, "for the man in that well-known anecdote about the

new footman who was engaged during his master's absence and who, on being told to go to the station to meet his master, asked his mistress how he would be able to recognize him. 'He is a tall man and you will be sure to see him helping someone,' she told him. That's Cyrus McCormick—a tall, robust man who is constantly helping someone. Even when at college he regarded the inheritance that was to come to him in the nature of a responsibility, a stewardship, something entailing upon him a great duty rather than bringing him any privileges or mere pleasure. He had inherited a name which he must honorably uphold and would inherit a vast business which he must administer creditably for the sake of its founder, for the sake of the thousands dependent upon it for a livelihood, and for the sake of its farmer customers all over the world who looked to it for dependable machinery."

Few sons have more worthily administered their heritage. Not only as a business man, as head of an enterprise that distributes its agricultural implements in every civilized country throughout the world has Cyrus H. McCormick amply justified parental hopes; but he has attained equally noteworthy success as a public-spirited citizen, as an employer considerate of his workers, as a helper of his fellow men. Were all wealthy men of his type, millionaires would not be held in such suspicious regard by the people.

It is not surprising, rather it is natural, that Cyrus H. McCormick should be a man of both physical and mental power, of sustained industry, of broad vision, of large heart, of rational tastes, sensible of his responsibilities in the world. He was born of such stock. From a combination of these qualities sprang the reaper, one of the half-dozen greatest blessings the nineteenth century brought to mankind, since it virtually abolished famine and gave bread even to the poorest of civilized peoples.

The reaper was not born without travail nor nurtured without struggle and stress and pinching and plodding. No laurels were immediately placed upon the brow of the young inventor in 1832, the first Cyrus H. McCormick. No grateful acclaim greeted his discovery. No fortunes were laid at his feet for his epochal invention. Instead, he ran the whole gamut of ridicule and penury and hardship, of blasted hopes and blighted ambitions. Even before the first Cyrus H. McCormick was born, in 1809, Robert McCormick, his father, a Virginia farmer, had sweated and struggled to construct a machine that would cut grain. His experiments proved failures. Cyrus H. McCormick, however, evolved the reciprocating blade and after a few weeks of experimenting built a reaper containing the basic principles of the reaper the world now knows. But success was not to be won

at once. It took nine years to find the first buyer of a reaper! From 1831 to 1840 not one machine could be disposed of—not even with the aid of an advertisement offering the reaper at \$50. The sale of two machines in 1840 helped a little, but 1841 was a blank. The next year brought seven orders, the next twenty-nine, and the next fifty. In 1846, when thirty-seven years of age, McCormick set out to survey the country for an ideal location for his works. With characteristic shrewdness he chose a straggling village untouched by railroads, on the shores of Lake Michigan. It could not even boast of one public building, and it had a queer name, Chicago. McCormick found a partner willing to pay \$25,000 for a half-interest in the business and began to manufacture the McCormick reaper on a sizable scale. He established agencies at over a score of central points and adopted the then novel method of advertising "Money back if not satisfied." He offered to send a reaper to any farmer, let him use it, and if not pleased with the results, return it at the makers' expense. Then came constant harassment from competitors, a mass of legal suits, and other worries and difficulties. Yet McCormick found time to plan and do big and still bigger things.

The great Chicago fire of 1871 wiped out the McCormick works, the most extensive in the city. McCormick was then sixty-two years of age, had accumulated a fortune of several million dollars, and measured by ordinary standards, had done more than his share of the world's work. Would he retire? He put the question up to Mrs. McCormick.

"Rebuild again at once," was her immediate and emphatic verdict.

She had in mind not only the welfare of their army of workmen, but also the future of another Cyrus H. McCormick, by this time twelve years of age. She did not want her boy to become an idler, or mere society ornament. She was an intellectual, devout, painstaking, capable woman, zealously training her son to be a useful, upright citizen.

It was characteristic of the McCormicks that they sent their son to the public school in Chicago—"the best in the world, better than any private school," remarked Mr. McCormick in discussing his school days. "There were sixty-five boys and girls in my class, and the poorest children usually were nearest the head of the class, so that it took real, hard study to hold one's own." Later he entered Princeton, but was brought back to enter the business after two years' study, as his father was then (1879) seventy years old.

"My father taught me that I must work out my own salvation, that I was to have no favoritism, that I must apply my whole energy to learning every phase of the business," Mr. McCormick told me. "He impressed upon me that constant industry must be combined with intelligent thinking in order to attain success. No amount of inherited money, he explained, could gain for me or any one else a high and honorable place in the world, but each man must carve his own way, and by the sweat of his brow and brain earn his own station in business and the world.

"Under such conditions and counsel

I began my apprenticeship. I am as thorough a believer in such a policy as my father was, and am applying it to my own sons, one of whom began in overalls on leaving college, at the lowest round of the ladder in the branch house of the International Harvester Sales Department at Wichita, Kansas, preliminary to starting in at headquarters in Chicago. My other son is at Princeton."

In 1884 the inventor of the reaper died, and the present Cyrus H. McCormick became the head of the McCormick Harvesting Machine Company, the largest industry of its kind in the world. It was a tremendous responsibility for a man of twenty-five years of age to shoulder. "I was really carried along at first by the tide of the organization," Mr. McCormick modestly explains. How well Mr. McCormick measured up to his responsibilities was demonstrated sixteen years later, in 1902, for when the

great International Harvester Company was organized by J. P. Morgan & Company, he was selected as president of the company.

And here let me set down the truth about how this merger came into existence, for more fiction, picturesque fiction, most of it, has been printed on this subject than on almost any other industrial episode in America. Under Cyrus H. McCormick, the McCormick Harvesting Machine Company was expanding aggressively, even in face of the cut-throat competition which had raged for years, and one day Mr. McCormick came to New York and visited Morgan & Company with a view of having them raise additional capital to take care of the growing business. The alert George W. Perkins, then a Morgan partner, immediately the matter was broached, asked, "Why not form a large and new company with capital much greater than anything which now

exists?" He had had an active hand in forming the billion-dollar Steel Corporation in the previous year and saw an opportunity to bring off another gigantic coup. Negotiations were promptly started with the leading harvester concerns. There were bitter rivalries and jealousies to handle, but the problem was solved by buying each company outright and leaving J. P. Morgan & Company to organize the new corporation exactly as they saw fit, not only fixing its capital, but choosing the executive.

The choice of Cyrus H. McCormick as president was dictated solely because Morgan and Company saw in him the best man for the job. He was strong, physically and mentally; he was a glutton for work; he had so managed his own company that it was the foremost in the field; he was young, forceful, enterprising, long-visioned, and had earned the fullest confidence of the farmers here and abroad.

WEEKLY MARKET REPORTS

(Continued from page 68.)

Brazil Nuts Down A Cent Per Lb.

Winnipeg.

NUTS.—There is very little change in nut prices. Brazils are down, about a cent per lb. in the primary market.

NUTS—IN SHELLS.

Almonds, Tarragano (soft shell), lb.	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 19
Filberts, genuine Sicily, lb.	0 18½
Peanuts, Virginia—	
Choice roasted, fresh, lb.	0 14¼
Fancy roasted, fresh, lb.	0 15⅞
Jumbo, roasted, fresh, lb.	0 17
Salted peanuts, 5c pkts., 20 in carton, per carton	0 65
Walnuts, French Marbotts, lb.	0 14½
Walnuts, Manchurian (Jap.), lb.	0 13½

NUTS—SHELLED.

Spanish Valencia Almonds—	
28-lb. boxes, lb.	0 41
Less quantities, lb.	0 41½
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 58
Less quantities, lb.	0 58½
Spanish Shelled Peanuts—	
No. 1 Spanish, lb.	0 14½

Advances To Go Into Effect On Rice

Winnipeg.

RICE AND TAPIOCA.—On account of the present high cost of rice, advances having gone into effect some months ago in the primary markets, wholesalers will be compelled shortly to advance their prices. The following prices have been quoted for some time by one house, but these will probably be too low by the time this goes to press. Tapioca and sago are still selling around 13c and 12c respectively, and there is nothing cheaper in sight. It is even said that these commodities will be higher later on.

Japan, No. 1, lb, 50-lb. sacks.	0 06¾
Japan, No. 2, lb.	0 05¼
Siam, 50-lb. sacks, lb.	0 05¼
Siam, 100-lb. sacks, per lb.	0 05
Patna, lb.	0 06½
Tapioca, lb.	0 12½
Sago, lb.	0 11½

Prices On Low Grade Salmon Are Easier

CANNED SALMON.—Prices of new pack salmon were named last week, and they are all much higher than a year ago. An important feature is the small delivery on sockeyes and cohoes. Some

packers are talking of making 7 to 8 per cent. delivery. There are full deliveries on pinks by most packers. The following prices will probably be quoted to the retail trade:—

Clover Leaf and Horseshoe:

48 by 1 lb., talls, 14.50; 96 by ½ lb., flats, \$16.25.

Red Cohoes: 48 by 1 lb., talls, \$10.35; 96 by ½ lb., flats, \$12.15.

Pinks: 48 by 1 lb., talls, \$8.35; 96 by ½ lb., flats, \$9.90.

After opening prices had been announced in Winnipeg, and most of the wholesale houses had been sold, deliveries from the Pacific Coast commenced to come through on pinks and chums at about 15c per case lower than opening prices. Dealers are getting full delivery on both these low grades, and it looks as though the market on pinks and chums will be much easier. However, as deliveries on Sockeyes and Cohoes are not more than 10 per cent., this fact will have the tendency to keep the market on low grade salmon higher than it would have been.

Both Salmon And Halibut Are Advancing

Winnipeg.

FISH AND POULTRY.—Frozen salmon is quoted at 16c, but fresh salmon has gone up to 20c, and is very scarce. As grocers no doubt know, the catch of salmon this year has been disappointing, and this is having an effect on the price of fresh salmon. Similar conditions exist in regard to halibut, price of which jumped three cents per lb. last week to 19c. Halibut will shortly be in the salmon class. Frozen pickerel is bringing 9c, and fresh pickerel will not be in until this week, fishing having commenced only last week-end for pickerel and gold-eyes.

The poultry situation is very peculiar. The price of chicken has been so high that the public have refused to buy it, and many dealers refuse to handle it. Chicken was selling at 30c. One wholesaler says that he will only handle fowl which is bringing 14c per lb. live. Many of the storage houses in Winnipeg are loaded up with chicken, which they have

been carrying since last Christmas, and they seem quite willing to carry it until next Christmas. They are unable to dispose of it, as the demand has fallen off absolutely.

Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod	0 12
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½
Poultry—	
Broilers, lb.	0 30
Fowl, lb.	0 14

Tokay Grapes \$4.00; Malagas Down To \$2.50

Winnipeg.

FRUIT AND VEGETABLES.—There has been a remarkable decline in the price of new potatoes, which are now selling at about half what they were quoted last week, viz., 75c per bushel. Both B. C. and Ontario tomatoes are being quoted at \$1 per case. B. C. Transcendent crab apples have gone down to \$1.50 per box. Lemons are down to \$8 per case, and bananas have jumped to 5½c per lb. Canteloups, standards, are slightly higher, being \$5 per case. Malaga grapes have declined to \$2.50 per crate. Tokays are now on the market at \$4. Washington peaches are bringing \$1.50 per crate, and Washington plums have opened up at \$2.

Fruits—

Apples, crab, B.C. Transcendents, box	1 50
Blueberries, basket, 14 lbs.	2 00
Oranges, Valencias	5 00
Lemons	8 00
Bananas, lb.	0 05½
Cantaloupes, flats	2 50
Cantaloupes, standard, 45 to case	5 00
Pears, Washington Bartlets, crate	3 00
Plums, Tragedy, crate 4-basket..	2 00
Plums, Washington	2 00
Apples, Southern, bbl.	7 00
Apples, Cal. Gravenstein, box.	3 00
Apples, Wash., assorted varieties, box	2 25
Peaches, crate	1 75
Grapes, Malaga, crate	2 50
Grapes, Tokay	4 00
Blackberries, crate	4 50
Peaches, Washington, crate	1 50

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

P. Hennessey, general store, Newcastle, N.B., is dead.

R. N. Clark of Berwick, N.S., has left for Havana to act as Cuban representative of the United Fruit Companies of Nova Scotia, during the winter.

John Bowes Dowling, formerly associated with his uncle, J. W. Rose, in the latter's retail grocery store, West St. John, was killed in action on August 15. He went overseas in October, 1916.

Nelson A. Cliff, who was engaged in the wholesale grocery business in Fredericton until four years ago when he retired and removed to St. John, died this week.

William Craft, employed with Hall & Fairweather, Ltd., St. John, until he enlisted in the 104th Battalion, has been reported suffering from multiple wounds received in France.

Frank W. Dwyer, who has been reported admitted to a war hospital suffering from gunshot wounds in the head, was employed with T. H. Estabrooks, before going overseas.

Lieutenant Gordon H. Tufts, aged twenty-eight years, formerly secretary-treasurer of the Willett Fruit Company, St. John, has been reported officially as killed in action. He is survived by his wife and one child.

Owing to wet weather during the summer, rust and rot has affected a large proportion of the New Brunswick potato crop. Instead of an increased yield a reduction of thirty per cent. from last year's yield is predicted.

Michael J. Nugent, for many years one of the leading retail grocers of St. John, died this week after a brief illness. Mr. Nugent had taken an active interest in public affairs and, at the time of his death, was a member of the New Brunswick board of moving picture censors.

The food conservation movement took form in St. John this week with the organization of local committees of men and women, following a public meeting which was addressed by Dr. J. W. Robertson. The work will be carried on along the same lines as already practiced in Ontario.

After a five days' strike, St. John milk dealers have been forced to yield

to the demands of the producers and have agreed to pay fifty-six cents for each eight-quart can of milk. This has had the effect of increasing the retail price, delivered, to twelve cents, instead of ten. The producers formerly received forty and forty-five cents per can but their association demanded the increase on the grounds that the cost of food made the higher price barely enough to cover the cost of production.

Quebec

L. P. Gates, grocer, Montreal, Que., has sold out.

G. A. Dupois, grocer, Montreal, Que., is selling out.

A. Leblanc, general store, St. David D'Yamask, is selling out.

B. Beaulieu, general store, St. Epiphane, Que., has sold out.

D. Vanier, general store, Ferme Neuve, Que., succeeded by E. Dumoulin.

Harry L. Vipond, of George Vipond & Company, Montreal, has recently returned from a trip over the Ontario fruit section. He reports the fruit crop generally considerably lighter than last year. Peaches are very light in most sections, though about St. Catharines there promises to be a good crop. Grapes are only fair crop, the probabilities are that they will bring high prices. The present cold weather is causing a good deal of uneasiness among fruit growers.

Ontario

J. Bullman, grocer, Ottawa, is dead.

J. D. Wagar, grocer, Enterprise, Ont., is dead.

D. W. Dane, grocer, Toronto, Ont., has sold out.

J. McKinley, Toronto, grocer, has sold to F. Henry.

Mrs. I. Fondeler, grocer, Ottawa, Ont., has discontinued business.

W. J. Schooley, general store, Woodlee, Ont., has discontinued.

H. Renno, general store, Harrow, Ont., has sold to W. R. Boyce, & Co.

Dominion Sugar Company estimates sugar beet yield this year around Chatham, Ont., will be seventy per cent. of a full crop.

H. C. W. Coxwell, grocer, 17 Howard street, Toronto, was struck down and robbed of about \$250 recently, when entering his store at night.

Cigar manufacturers of London, Ont., seriously affected by scarcity of tobacco. Some manufacturers have closed, while others have raised prices.

Ford's Candies Limited, has been incorporated at Toronto with a capital of \$40,000 to manufacture and deal in candies, canned and preserved goods, grocer's sundries and prepared foods.

J. E. Adams, wholesale merchant of Lindsay, Ont., has received information that there is already a great shortage of canned salmon, particularly in sock-eyes. The supply is not nearly up to customers' requirements.

Service Grain Company, Ltd., has been incorporated at Fort William, with a capital of \$40,000 to carry on business as grain dealers, to manufacture and sell flour and other food articles produced from grains or cereals.

Western Provinces

B. Vaisler has opened a grocery store at Regina, Sask.

B. Segal, general store, Glenella, Man., suffered fire loss.

Eastern Annex Grocery, Regina, Sask., has changed ownership.

D. Chalmers has opened a grocery store at St. James, Man.

Richardson & Rud, general store, To-field, Alta., has sold out.

R. Brodovsky has opened a grocery store at Winnipeg, Man.

E. La Brosse, grocer, St. James, Man., is removing to Winnipeg.

Nozick & Soslow, general store, Vermillion, Alta., has discontinued.

E. Winfield, grocer, Winnipeg, Man., has been succeeded by G. Leman.

The G. W. Nickerson Company, Federal Building, Prince Rupert, B.C., have recently been appointed the representatives of the Borden Milk Company for the district of northern British Columbia, and will be the sole distributors of the product in that section.



A group of well-known Guelph grocers taken recently at the Guelph Grocers' Picnic.

G. P. Friesen, general store, Laird, Sask., is succeeded by B. Wolch.

Isaac Waterman, grocer and confectioner, Calgary, Alta., has sold out.

D. R. Martin, general store, Harris, Alta., succeeded by R. A. Williams.

J. Bone, general store, Greenan, Sask., has been succeeded by J. Fullerton.

Myrluk & Korniki, grocers, Redcliff, Alta., have commenced business.

J. A. McKerchar, grocer, Winnipeg, Man., suffered smoke and water loss.

W. G. Furnival, grocer, Winnipeg, Man., has been succeeded by A. H. Coyle.

Frederick Hedges, grocer, Winnipeg, Man., has been succeeded by Flora Levi.

Thompson & Logan have commenced the grocery business at High River, Alta.

Rabinovitch store, Kelliher, Sask., was destroyed by recent fire with a loss of \$10,000.

Riversdale Grocery Company of Saskatoon, Sask., has recently changed ownership.

J. M. Fladager, general store, Keldive, Sask., is succeeded by Berthansky & Shterin.

W. S. Milner, general merchant, Dinton, Alta., has sold his business to MacDonald Bros.

The North End Flour and Feed supply, Winnipeg, Man., have registered proprietorship.

McKinnon Bros., general store, Leslieville, Alta., have sold to McKinnon Trading Company.

A. F. Andrews has been appointed manager of the Medicine Hat mills of the Ogilvie Milling Company.

B. C. Oyster and Fishing Company, Limited, with a capital of \$10,000, has been incorporated at Victoria, B.C.

C. W. Nunley, Limited, wholesale manufacturers of cigars, etc., has been incorporated at Vancouver with a capital of \$50,000.

Following grocers have been succeeded by McBride's Limited of Moose Jaw: Fairford Grocery Co., R. W. Jackson, Methers & Co., W. M. Stinson, all of Moose Jaw.

Roy W. Russell who has been manager of the Calgary house of Mason & Hickey, Winnipeg, has been given a commission in the American army, has left for Fort Snelling for training. W. A. Logan, formerly manager of the Simington Co., Ltd., wholesale grocers, has succeeded him.



TORONTO GROCERS EXPECT EARLY CLOSING

Result of Straw Vote Contest Indicates a General Favoring of Scheme—Matter Will Be Pressed

At a meeting of the Grocers' Section of the Toronto R. M. A., held in the Association Rooms Monday evening, with R. Dowson, the vice-president in the chair, the report of the general canvass of the city in reference to the campaign for early closing was presented.

As it requires 75 per cent. of the

trade to favor such a move before a civic ordinance can be passed to make it imperative, it was decided some time ago to put some investigators out through the city to test the feeling among the grocers and fruiterers, before doing anything definite on the matter.

The report given at the meeting noted that 311 stores in all parts of the city had been visited with the following results:

Grocers in favor of early closing, 192.
Grocers opposed to early closing, 16
Fruiterers in favor of early closing 9
Fruiterers opposed to early closing 48
Merchants indifferent, but willing to support the measure if it were introduced, 46.

This report was considered very encouraging indeed, and it was immediately determined to go on with the proposal. Within the course of the next few days, therefore, petitions will be circulated through every ward in the city, and it is believed that from the indications set forth by this random investigation, that the feeling is in favor of such a move, and that the early closing bylaw will in all probability be in effect in the near future.

There was also some discussion on the embargo of canned goods. A number of the merchants present stated that deliveries had been made to them and that they were charged for these goods from the time of delivery. In other words, they had to pay for these goods months before they could legally sell them. They considered this a great hardship, and while they expressed themselves as willing to store the goods to help the situation, they did not think that they should be asked to bear all the financial burden as well.

Another matter that came in for some attention was the way in which the legislation forbidding the sale of essences in grocery stores had been railroaded through the Alberta Legislature. It was felt that this was not justice for the grocer, who was the natural agent for the sale of such goods. It was the feeling of the gathering that this was only the thin edge of the wedge, and that merchants of other provinces should keep wide awake to prevent the passage of similar bills in other sections.

The interim report of the picnic committee was presented, and showed that there would be between \$500 and \$600 to go to the Red Cross Fund as the proceeds of the picnic.



NEW REPRESENTATIVE OF THE CANADIAN MILK PRODUCTS COMPANY.

H. J. Walker who was formerly associated with the Crescent Belt Fastener Co., and was instrumental in putting this on the Canadian market, has recently joined the selling staff of the Canadian Milk Products Company. He will cover the retail and wholesale trade in the Western Ontario, and Niagara peninsula districts.

HOW I KEEP TRADE AT HOME

(Continued from page 56.)

principle that what I advertise, they will get.

Being a country merchant, I feel that I know the problems that are worrying most small merchants day and night. I believe the trouble with most of us is, we get mentally lazy. I know I do. And I feel that the more I can conquer this attitude, and concentrate my energies on developing my natural trade territory, remembering all the while that I am in business to serve, just in that proportion will my business grow. Think it over. Isn't it so?



OTTAWA BRANCH R. M. A. FEATURE SHOPPING WEEK

The Ottawa Branch of the Retail Merchants' Association is featuring a Shopping Week, in conjunction with the Exhibition and the Pure Food Show. The idea of this campaign is to prove to people from outside the town who may be visiting the city on those days, that the regular merchant can serve them as satisfactorily and as cheaply as any Mail Order House.



PORTO RICO SUGAR CROP

For the first time in its history, Porto Rico had an output of more than 500,000 tons of sugar during the season that closed this month. The actual production was 502,389 short tons of 2,000 pounds each. This represents a gain of 19,292 tons over the output in 1915-16, which was 483,097 tons.

Prospects for the next harvest indicate a crop equal to, if not in excess of, the recent one. Forty-eight centrals were in operation during the season, of which 24 are American owned.



WANT HIGHER PRICE FOR CHEESE

At a meeting of the local Brockville, Ont. Cheese Board recently, Secretary Wilson, supported by some of the leading members, made a plea for an increased price for cheese in Canada. When the price was fixed by the commission it was considered fair, he said, but since then commodities have risen, and the dairymen should now receive at least 24c per pound. The expression of opinion were embodied in the following resolution, which was adopted:

"That the Brockville Dairymen's Board of Trade considers that, in view of a further increase recently in the cost of most of all commodities used by the dairymen, we deem that we are entitled to a higher price for cheese, and we urgently request the Dominion Government and the Imperial Cheese Commission to use their influence with the British Government to advance the price for Canadian cheese."

Copies of the resolution were sent to Hon. Martin Burrill, Minister of Agriculture, and to members of the Imperial Cheese Commission.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

INTEREST in the wholesale grocery trade during the week centred around the activity in canned salmon. With the recent announcement of prices by the packers there was a scramble on the part of retailers to get all available stocks of last season's salmon pack. As a result many of the wholesalers were entirely cleaned out of their salmon stocks during the week. Intimations have been made by the Food Controller that the recent embargo did not apply to canned pork and beans, the term beans being used to signify canned string beans or golden wax beans. Wholesalers are accordingly proceeding with the sale of this commodity.

The embargo on the export of Canadian bacon is beginning to cause more concern than at first evident when the announcement was made. It was felt by packers that bacon was needed in Great Britain and that some means would undoubtedly be devised through a purchasing commission to secure supplies from Canada. Packers have been left in doubt about the probable outcome and accordingly have been casting around for a development of the local market. Shutting off the export trade would undoubtedly mean lower prices in Canada. Good production of butter and eggs is being made at the present time, but prices are holding steady.

Advances have been recorded in mincemeat, olive oil, package peas, bicarbonate of soda, canned haddie, while declines have been recorded in lima beans and Rangoon beans. Two sugar refiners reduced their price during the week to the level of the other refiners. There is every indication that lower prices will come in the Canadian market in the not distant future. Flour prices held steady. Announcement of the decision of the Board of Grain Supervisors with respect to the price of wheat has been awaited with keen interest. Trade in grocery lines shows signs of more briskness during the week, but business is becoming more of a hand-to-mouth nature.

QUEBEC MARKETS

MONTREAL, Sept. 11.—Trade generally has picked up over last week. Holidays undoubtedly dislocate business, not only in the placing of orders, but in their despatch. If there is fickleness in the price of any line a holiday always accentuates it. "Full speed ahead" was the signal for all the wholesalers last week, and, with the gathering weight of the fall demand commencing to be unmistakably felt, there was a good feeling shown all the way round. The only dark cloud on the horizon is the increasing difficulty of securing stock. With the heaviest buying season of the year at hand, there never was more difficulty in making provision to meet it. One jobber stated that in previous years he had always by this time covered 75 per cent. of his anticipated requirements. To-day he was only booked up to about 25 per cent., and some of that was subject to war risks. prices still. A curious situation was brought about by the reign of terror that has existed in Montreal farming

districts owing to a band of desperadoes that have been dynamiting, killing farmers and holding others up on the highways. Farmers for the time being refused in many instances to bring their stuffs into the market, and this had a noticeable effect on quantities. With the dispersal of the gang, local grown supplies are coming in more freely.

Two Sugar Refiners

Reduce Quotations

SUGAR.—The sugar market is quiet, with refiners still far from anxious to look for business. The trade at present is more interested in the developments at Washington regarding the regulation of sugar prices, for it is expected that it will affect the raw as well as the refined. In order to meet the fixed price of \$7.25 on beet sugar on October 1 it is pointed out that producers of raw sugar must be willing to accept 5c cost and freight—a possibility that appears remote at present. Returns for the Porto

Rico season, which ended August, show that for the first time the production of the Island reached the 500,000 ton mark. This is an increase of 19,000 odd tons over the 1916 crop, which in turn was in excess of all previous years. But little sugar remains in the Island for export. Crop conditions for the coming year are considered excellent, and it is expected that the next harvest will result in as large a production as that of this year.

It is interesting to note that Cuban producers have announced that they are anxious to co-operate with the U. S. Food Control, and that any measure adopted by the Government will be satisfactory to them. There will be no interference with previous methods of conducting business in the raw sugar market. This will be of some relief to Canadian refiners who, in some quarters, have been rather anticipating trouble in Cuba. The next Cuban crop is estimated at 3,500,000 tons, about one-half million tons larger than the crop just completed. It has been so often stated that home refiners are off the raw market, refusing to buy at present prices that the rumor that Canada has purchased Cuba's heavily at 5½c, cost and freight, in addition to full duty sugars at 5½c, c.i.f., is very interesting.

The Atlantic and Acadia Sugar Companies have reduced prices for all grades of refined sugar 25c per 100 lbs., making the price \$9, and bringing all refiners to the same basis.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 05
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Salmon

On Upward Grade

Montreal.

CANNED GOODS.—An advance is recorded on salmon pinks of 20c, making the price \$2.40; but there is such a complete shortage in other grades that some

wholesalers refuse to quote as they cannot get any. Salmon packed for the British market is being offered jobbers at the present enhanced price, having obviously been held for that purpose, but buyers have been shy, as the size is not over popular. Apples (gallon) have advanced 15c, making the price \$3.90 and \$4.40. The new pack salmon situation is still in a tentative stage. In fact, the situation in canned goods generally is one of great uncertainty. Wholesalers seem to be rather perplexed as to where they will stand, for supplies appear to be failing on all sides, while stocks in storekeepers' hands are on the light side generally the embargo will not have the effect of holding off the demand through October. All the way round the market is firm.

Salmon Sockeye—

"Clover Leaf," ½-lb. flats.....	2 45
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz. 1 50	2 00
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25
Canadian sardines (case).....	7 00
Norwegian sardines, per case of 100 "¼s"	20 00

Canned Vegetables—

Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack	2 25	2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 75	1 75
Peas, Early June	1 80	1 80
Beans, golden wax	1 60	1 60
Beans, Refugees	1 50	1 60
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s	2 80	2 80
Do., (U.S.), gallons	10 00	10 00
Corn (on cob, gal. cans, doz.	8 50	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	2 75
Red cherries, 2s	2 25	2 25
Strawberries, 2s (old pack).....	2 75	3 00
Blueberries, 2s, doz.	1 25	1 25
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.....	6 00	6 00
Apples (gallon)	3 90	4 40
Peaches, 2s (heavy syrup).....	2 00	2 00
Pears, 3s (heavy syrup).....	2 45	2 45
Pineapples, 1½s	2 25	2 25
Strawberries (new crop), heavy syrup, 2s	2 95	3 00
Strawberries (new crop), group "B"	2 87½	2 87½

Booking On Prunes Is Moving Slowly

Montreal.

DRIED FRUITS.—The firm feeling in raisins noted last week has been accentuated, but there has been no further advance in prices. The European situation appears almost hopeless, and merchants must place their dependence upon California, and, of course, growers there are taking advantage of the situation. There is a firmer tone on currants in Greece and latest cables quote an advance. But currants in Greece and currants in Canada are two different things with wartime freight dislocation, and the Greek market has lost a lot of interest. Spot prunes are more active. There is no interest in old prunes for shipment from the Coast, as that market is considerably above the parity of spot cost laid down. Future Oregon prunes are moving slowly at the high opening prices. There is a fair call for spot Oregon prunes. The situation in future California prunes is unchanged. The market locally in all

lines is unchanged in price, with a very firm undertone.

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown	4 00
Muscatsels, loose, 2 crown.....	0 11
Muscatsels, loose, 3-crown, lb....	0 11½
Muscatsels, 4-crown, lb.....	0 12
Cal. seedless, 16 oz.	0 14
Fancy seeded, 16 oz. pkgs.....	0 13
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Prospect For Nuts Inclines To Firmness

Montreal.

NUTS.—The firm tone in walnuts has been followed by an advance of 2c in shelled, making the quotations now 54c to 56c per pound. No change in other lines is reported, but there is probability of a scarcity, and there is no forecasting as to what may happen. Not only are European nuts hard to obtain, with no certainty as to new crop or any definite assurance as to arrival for Christmas business, but North and South American supplies are all feeling the extra demand induced by the falling off in European supplies. Brazil nuts are exceedingly firm on prompt shipment, with prices for future being held up as much as possible, while pecans and cocoanuts are also on the bullish side.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled)	0 40	0 42
Almonds (Jordan)	0 70	0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G".....	0 13½	0 14½
Peanuts (coon), per lb.....	0 12½	0 13½
Peanuts (Jumbo), per lb.....	0 16½	0 17
Pecans (new Jumbo), per lb.....	0 21	0 21
Pecans, New Orleans, No. 2....	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 80	0 80
Walnuts (Grenoble)	0 18½	0 18½
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags.....	0 13	0 16
Walnuts (California), No. 1....	0 24	0 24
Cocoanuts, 100 size, per sack....	7 50	7 50

Molasses Advances 2c With Stocks Scarce

Montreal.

MOLASSES.—The spot scarcity which has existed so long has worked out in an advance of 2c for all grades, and we quote fancy at 83c, 86c, 88c per gallon. The market is restless over the shipment problem, and the future seems hopeless. The days of brisk buying at tempting prices are gone. Orders are not wanted, for there is the greatest difficulty in filling them. Nobody wants to handle anything larger than hand-to-mouth jobbing lots.

	Prices for Fancy, Choice, Island of Montreal
Barbadoes Molasses—	
Punchons	0 83
Barrels	0 86
Half barrels	0 88
For outside territories prices range about 3c lower.	

Carload lots of 20 punchons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given. Cane Syrup (Crystal Diamond)—

2-lb. tins, 2 doz. in case, per case.....
Barrels, per 100 lbs.
Half barrels, per 100 lbs.

Beans Decline 50c Per Bushel

Montreal.

BEANS.—The slight fluctuations in prices noted last week have developed into a weakness in all lines, and quotations have been cut 50c per bushel. The season for the Canadian new crop is late, and in consequence shipments of car lots are not expected for several weeks. Good reports of the wonderful U. S. crops have apparently turned the market weaker. Michigan advices, too, have been easier, and car lots at \$7 to \$7.50 have been quoted. Although prices have declined, there has been no flurry, for arrivals are on the small side, and it is admitted that stocks in merchants' hands are very low. We quote:

Beans—

Canadian, hand-picked	10 00	11 50
Canadian, 3-lb. pickers, per bu.	9 00	10 00
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	10 50	10 50
Michigan, hand-picked	11 00	11 00
Yellow Eyes, per lb.	0 14	0 14
Rangoon beans, per bush.....	7 50	7 50
Lima, per lb.	0 20	0 20
Chilean beans, per lb.	0 14½	0 14½
Manchurian white beans, lb....	0 15	0 15
South American	5 20	5 20
Peas, white soup, per bush.....	5 00	5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs....	6 25	7 25
Barley, pearl, per bag 98 lbs....	7 50	8 00

Freight Situation Bears Heavily On Rice

Montreal.

RICE.—Normal conditions have prevailed in rice this week, with prices holding firmly at previous quotations. There is no lessening in the tension on supplies, for although no actual shortage exists, shipments from primary markets are irregular, and like other lines the freight problem is increasingly serious. Stocks generally throughout the country appear on the short side, and an advancing market would find merchants badly nipped. Tapioca is unchanged, with the market on the firm side.

"Texas" Carolina, per 100 lbs....	9 50	9 90
Patna (fancy)	10 15	10 15
Real Carolina, per 100 lbs.....	10 50	11 50
Patna (good)	9 40	9 40
Siam, No. 2	7 25	9 15
Siam (fancy)	8 40	8 40
Rangoon "B"	7 80	7 80
Rangoon CC	7 60	7 60
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Stocks Of Coffee Are Quite Heavy

Montreal.

COFFEE.—Trading continues quiet, but steady. From advices received there has not been much animation in the spot markets, although the demand has quickened a little, due, it is said, to the report that the San Paulo Government would provide sufficient funds to absorb all the receipts at Santos in excess of 30,000 bags daily. The movement, however, has been running far in excess of that figure, and port stocks are materially larger than at this time last year and in 1915. We quote:

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Drink Restrictions Increase Tea Demand

Montreal.

TEA.—There is not much tea being offered these days, and the market is very firm. Importers are not anxious to scatter stocks in view of the acute tonnage situation at all primary points. What they have in sight they wish to keep as long as possible. The continued rise in silver is reflected in the markets for all China teas, and it is becoming more difficult to find greens on offer at the prevailing market rates. There is a steady call for all lines. The local drink restrictions seem to have increased tea consumption, for that is the only reason that merchants can ascribe for the heavier demand which has been noticed, especially in the districts which would be likely to be most affected. Furthermore, there are signs of private stocking up in anticipation of a 10c advance to consumers. Japan teas have advanced 2c to 4c. Other lines are unchanged.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Spices Are In Very Firm Market

Montreal.

SPICES.—The market continues active, with all lines showing a very firm undertone. Cloves especially seem earmarked for an advance, as there is a great spot scarcity, and stocks held are rapidly melting away. Owing to formidable advances in freights and silver in the Orient, and to small stocks, higher prices in cassias, nutmegs, red peppers, ginger, white peppers seem imminent. In fact, reports from central markets decline to hazard an opinion as to prospects, especially as regular supplies cannot be expected from the Orient, while there will be in all possibility an abnormal demand for export to the Allies. Prices generally are unchanged.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar	0 60	0 65
Ginger, pure	0 25	0 35
Ginger, Cochin		0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk		2 00
Carraway, Dutch, nominal	0 75	
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk		0 46
Shredded coconut, in pails	0 21	0 23

Pimento, whole	0 12	0 14
For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.		

Mackerel And Perch Register Advances

Montreal.

FISH.—With a strong consumptive demand being maintained, prices are strongly held, and only in a few instances have quotations been shaded. Haddock and cod continue scarce, likewise halibut and mackerel. Swordfish is coming in more freely with a shading of prices. All kinds of lake fish, including dore or pickerel, pike, lake trout, and white fish, are showing freer movement. Smoked fish, including haddies, kippers, bloaters, and eels, are prominent. In fact, the market is well supplied with most lines, and consumers have a good range to choose from, with prices kept within reasonable limits. There is evidence on all sides that merchants are pushing the eating of fish very strongly, and as the days go on it is having a cumulative effect, so that individual supplies are quickly cleaned out. Wholesalers in consequence of the greater demand are urging storekeepers to order early in the week. Except in cases mentioned the various catches seem to be well able to meet the demand, and prospects for a continuance appear favorable. Mackerel has advanced 4c owing to scarcity, and is now quoted at 14c. Frozen Gaspé has advanced 1c, making the price 24c. Haddies have weakened a shade, and are quoted at the one price of 11c. Whitefish has declined 5c, and is now 9c, but perch has gone up to 13c. The other lines are firm, with the exception of swordfish, which, coming in more freely, has declined 1c, making the quotation 16c.

SMOKED FISH

Haddies	0 11
Haddies, fillet	0 16
Digby herring, bundle of 5 boxes	0 90
Smoked boneless herring, 10-lb. box	1 50
Smoked eels	0 12
Smoked herrings (med.), per box	0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	18 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	9 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	19	20
Haddock, lb.	07	08
Mackerel	14	
Cod steak, fancy, lb.	9	
Salmon, Western	16	
Salmon, Gaspe	24	

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 13	
Whitefish, lb.	0 09	
Lake trout	0 14	0 15
Eels, lb.	0 10	
Dore	0 14	0 15
Smelts, No. 1	0 15	
Smelts, No. 1 large	0 20	

Oysters—

Ordinary, gal.	2 00
Malpeque oysters (choice, bbl.	12 00
Malpeque oysters (choice), bbl.	12 00

bbl.	10 00
Cape Cod shell oysters, bbl.	12 00
Clams (med.), per bbl.	8 00
FRESH FISH	
Haddock	0 07½ 0 08
Steak Cod	0 09
Market Cod	0 06 0 07
Carp	0 10 0 11
Dore	0 16
Lake trout	0 14 0 15
Fike	0 10 0 11
B. C. salmon	0 20 0 21
Gaspereaux, each	0 05
Western Halibut	0 18 0 20
Eastern Halibut	0 18
Flounders	0 07 0 08
Perch	0 09
Bullheads	0 12
Whitefish	0 14 0 15
Eels	0 10
Brook trout	0 30
Mackerel (large), each	0 20
Mackerel (medium), each	0 18
Sword fish	0 16

Potatoes Easier; Other Vegetables Decline

Montreal.

FRUITS AND VEGETABLES.—The outstanding feature of the vegetable market has been the fluctuations to potatoes. Early in the week on account of a temporary scarcity, prices advanced sharply to \$3.25 per bag of 80 lb. in a wholesale jobbing way, but later on a weaker feeling developed in the market, owing to increased offerings, over 2,380 bags being received in one day, and we now quote potatoes \$2 per bag, a decrease of 35c over last week's price, and in barrels \$4.50 to \$5, a decrease of 50c. Other seasonable changes have occurred owing to an increase in supplies from smaller growers around the district. Cauliflowers have declined 50 to 75c, making the range now \$1 to \$1.25. Tomatoes are now ranging round 50c, a fall off for the better grades of 50c. Montreal melons have declined \$4, making the price \$7, while marrows are 75c, a decline of 25c. Carrots and beets are now being quoted in bags at \$1.25. There is no change in turnips, but Quebec turnips are now on the market at \$1.25. Egg plants are at 75c to \$1. Head lettuce has advanced and is now quoted at 75c to \$1. All other lines are steady with a seasonable demand. The apple situation is still very problematical. Good table fruit is very scarce. Some Nova Scotia apples have appeared on the market. We quote:

Bananas (fancy large), bunch... 2 75	3 50
Oranges, Valencia (lates) 4 50	5 00
Grape fruit 2 75	3 50
Lemons	8 50
Limes, box of 80	1 50
Pineapples, Cuban, crate	4 50
Pineapples (Cuban), 24's, each..	0 75
Watermelons (U.S.), each.....	0 50
Cantaloupes, crates, 45's	6 00
Apples (in boxes)—	
Winesap	4 00
Ben Davis	4 00
Apples, new, U.S., bkt.	2 50
Apples, new, Montreal (in bbls.)—	
No. 1	6 00
No. 2	4 50
No. 3	3 50
Apples, new, Canadian, 11-qt. bkt.	0 50
Cauliflower, per doz. bunches... 1 00	1 25
New corn, crate, doz.	0 15
Celery, Canadian, per doz.	0 50
Onions, Australian, sack 100 lbs.	6 00
Onions, Canadian, new, doz. bun.	0 50
Onions, Spanish, ½ crate.....	2 25
Spanish onions, large crate	4 00
Potatoes (new), bbl.	4 50
Potatoes, new, bag	2 00
Potatoes (sweet), per hamper....	4 00
Carrots, bag	1 25
Beets, bag	1 25
Parsnips	2 00
Peas, Canadian, bag	1 00

Turnips (new), bag	1 00
Turnips (Quebec)	1 25
Lettuce, curly, per doz.	0 20
Lettuce, head, doz.	0 75 1 00
Rose tomatoes	1 50
Tomatoes (Montreal), box	0 50 1 25
Horse radish, per lb.	0 25
Cabbage (Montreal), doz.	0 30 0 50
Beans, wax, bag (Montreal)....	0 75 1 00
Beans, green, bag (Montreal)...	0 75 1 00
Peas (new, Montreal), bag.....	1 00
Leeks, per doz. bunches	1 00
Parsley, doz.	0 25
Mint, doz.	0 50
Watercress, doz.	0 40
Spinach (Canadian), box	0 50
Rhubarb, per doz.	0 25 0 25

Eggplant, per doz.	1 00 1 50
Garlic (Canadian), lb.	0 15
Endive (Canadian), lb.	0 25
Strawberries, per crate 54 quarts	4 00
Cucumbers (Montreal), doz.....	0 10 0 20
California plums, box	2 75 3 25
Do., peaches, box	3 00
Peaches (Can.)	1 25 1 50
Cherries (California) box	3 50
Cherries, Canadian, 11 qts.....	1 50
Cherries, Canadian, bkt.	0 75
Cherries, preserving, bkt.	1 25
Montreal melons, bkt., 12's.....	7 00
Pears, box	4 25
Peppers	3 50
Black currants, 11-qt.	1 25
Marrows, per doz.	0 75

ONTARIO MARKETS

TORONTO, Sept. 12.—Two commodities stood out in the local grocery market during the week as being of unusual interest. One of these was the activity in canned salmon on available stocks of last year's pack. New prices that were announced last week by the packers had the effect of starting a scramble for any available supplies that could be obtained. As a result there was a rapid upward movement on the part of wholesalers for existing stocks. Sugar was of more than usual interest in that two of the Canadian refiners reduced their quotations and there is every evidence that there will be a downward movement in prices quite generally in the not distant future. There has been a number of price movements in the upward direction during the week, including mince meat, olive oil, package peas, bicarbonate of soda, haddies. Business gives some evidence of briskness during the week.

Negotiations For Lower Sugar Proceeding

Toronto.

SUGAR.—Conditions in the sugar market are shaping toward easier prices if signs are any portent of things to come. In the United States it has been virtually agreed that the Government will take control of the sugar industry and allow the refiners a fair margin of profit. There is to be a central purchasing committee which will look after the acquisition of raw sugars. It is further understood that this same committee will do the purchasing of raw sugars for all the allied countries now in the war. With such a purchasing commission the Cuban planter will be at the mercy of the committee and will have to take what he is offered. This was the one point wherein some doubt was expressed as to the feasibility of the arrangement between the beet sugar manufacturers and the Food Administration having any effect on the price of Cuban cane sugar. It was pointed out that the beet root sugar does not come on the market until October, and that in the meantime the Cuban raws must be depended upon. With a keen demand for them it was reasoned they might stand a chance of being maintained at high levels for the balance of old crop. In the United States it is understood that the margin to be allowed the refiners will be 1½c per pound. On Thursday of this week a conference will be held between the American Food Administration representatives and American interests controlling sugar

production in Cuba. At this meeting there will be a general discussion of the future price levels that the Government desires shall be maintained for Cuban sugar for the coming season. It is understood that the price for the entire Cuban crop is likely to be placed at 4¼c f.o.b. Cuba, which would mean a 5½c basis at New York. With a prospective refiners' profit of 1½c and a jobbers' distributing charge of ¼c per pound would bring the price to the retailer to approximately 7¼c. It can be anticipated that these negotiations will have a similar bearing on the Canadian market for refined sugar. During the week Atlantic and Acadia reduced their quotation 25c to the basis of \$9.14 per hundred pounds. Movement of sugar is not active at the present time.

Atlantic extra granulated	9 14
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated.	9 14
Can. Sugar Refinery, extra granulated.	9 14
Dom. Sugar Refinery, extra granulated.	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Mincemeat, Olive Oil And Package Peas Up

Toronto

MINCE MEAT, OLIVE OIL, PEAS.—An advance of 30c per case was put into effect on Wethey's mince meat, making the selling price now \$4.20 per case of three dozen. Olive oil in gallons has also been advanced 25c per gallon, now being quoted at \$3.75. Dried peas in packages have increased 15c per dozen and are now quoted from \$1.40 to \$1.45, or \$5.60 per case. Bicarbonate of soda advanced 75c per case to \$4. Thistle haddie halves are again on the market after having been off for some months past. They are quoted at \$11 per case or \$1.40 per dozen.

Firmness In Molasses Is Still Maintained

Toronto.

MOLASSES, SYRUPS.—There is no easier tendency noted in the market for molasses, the indications of last week being maintained where bookings were

made for future delivery at prices higher than spot stocks are commanding. Prices with the local wholesalers were unchanged during the week, but it is only a question of time until the dearer goods are reached and prices may have to be advanced. With the coming of cooler weather the demand is expected to be much heavier. There is little brightness in the prospect of getting supplies from the producing centres of the West Indies and Barbadoes, as the shipping situation is anything but good. Corn and cane syrups remained unchanged during the week.

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	

Cane Syrups—	
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	6 00
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50

Molasses—	
Fancy Barbadoes, gal.	0 80 0 82
West India, ½ bbls., gal.	0 46 0 50
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz.	4 25
Tins, 3-lb., table grade, case 2 doz.	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00

Activity In Salmon; Beans Can Be Sold

Toronto.

CANNED GOODS.—The feature of the canned goods market during the week was the activity in purchasing stocks that remained of 1916 pack. With the announcement of new prices by the packers for 1917 there was a general movement on the part of retailers to secure anything available in the line of salmon. As a result almost the entire line of old pack has been cleared out and prices have accordingly been higher with the indication that new pack will be selling at very firm prices when they arrive. Prices on jams were slightly higher during the week, the higher-priced grades having been advanced 5c per dozen. Orange marmalade is quoted at higher prices, 12 oz. now ranging in price from \$1.95 to \$2.10 per dozen, 16 oz. from \$2.40 to \$2.60 per dozen, 22 oz. at \$3.35, 4-lb. pails from 65c to 71c, and 51lb. pails at 80c each. New pack cherries 2s are being quoted at \$2.75 to \$2.90 per dozen. Gallon apples are in very firm market, stocks in some instances having been depleted and in other instances being held at firm prices. Prices on new pack asparagus will in all probability be around \$3 per dozen. New stock arrived during the week. Information has been distributed by the packers of canned pork and beans to the effect that the Government does not intend the embargo to apply on the sale of these canned goods. Beans, as stated in the announcement of the embargo, was meant to be canned green beans and golden wax beans.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—	
Sockeye, 1s, doz.	3 60 3 75
Sockeye, ½s, doz.	2 15 2 25
Chums, 1-lb. talls	1 95 2 25
Do., ½s, doz.	1 15
Pinks, 1-lb. talls	2 15 2 25
Do., ½s, doz.	1 25 1 30
Cohoos, ½-lb. tins	1 60 1 75

Cohoos, 1-lb. tins	2 90	3 00
Springs, 1-lb. tins	3 15	3 15
Lobsters, 1/2-lb., doz.	2 85	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2 1/2s	2 50	2 50
Peas, standard	1 72 1/2	1 75
Peas, early June	1 80	1 82 1/2
Beans, golden wax, doz.	1 45	1 60
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2 1/2s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gallons, doz.	4 75	4 75
Pineapples, 2s	2 45	2 95
Jam, raspberry, 16 oz., doz.	2 65	3 05
Do., black currant, 16 oz.	2 65	2 95
Do., strawberry, 16 oz.	2 70	3 05
Strawberries, 2s, doz.	3 65	4 25
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	3 25
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 25
Black currants, doz.	3 25	3 45
Red currants, doz.	3 25	3 45
Raspberries, doz.	3 50	3 55
Cherries, 2s	2 75	2 90

Prunes Advance Still Again At Coast Points

Toronto.
DRIED FRUIT.—A further advance of 1/4c per pound was recorded during the week on both Santa Claras and Oregon prunes at Coast-producing points, which now makes the basis for both grades 6 3/4c per pound. The prune situation is very much of an enigma to local dried fruit importers. Wholesalers in the United States also profess that they are at sea with respect to the reason for the upward tendency noted. There has been good sale of California raisins at recent opening prices, quite a number of cars having been booked by local wholesalers. One of the new lines to come on the market is screened seedless raisins which are quoted at 13 1/2c per pound in 50-lb boxes. These are about the size of a currant and are designed to fill the bill in the face of the evident shortage on currants.

Apples, evaporated, per lb.
Apricots, choice, 25's, faced.
Candied Peels—		
Lemon	0 25	0 27
Orange	0 27	0 27
Citron	0 30	0 33
Currants—		
Filiatras, per lb.
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 75
Figs—		
Taps, lb.	0 05 1/2	0 06
Malagas, lb.	0 10
Prunes—		
30-40s, per lb., 25's, faced.	0 16
40-50s, per lb., 25's, faced.	0 15 1/2
50-60s, per lb., 25's, faced.
70-80s, per lb., 25's, faced.
80-90s, per lb., 25's, unfaced.
90-100s, per lb., 25's, faced.	0 10 1/2
Peaches—		
Standard, 25-lb. box	0 13	0 15
Choice, 25-lb. boxes	0 14	0 16
Fancy, 25-lb. boxes	0 15	0 17
Raisins—		
California bleached, lb.	0 14 1/2	0 15
Valencia, Cal.	0 10 1/2	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12 1/2	0 13 1/2
Seedless, 16-oz. packets	0 15	0 16
Seedless, screened, lb.	0 13 1/2

Japan Teas Considered To Have Advantage

Toronto.

TEAS.—With the tight shipping situation from India and Ceylon and the in-

creasing scarcity of tonnage tea men are of the opinion that Japan teas stand a better chance of reaching the local market than Indias, Ceylons or China teas. The Japanese exporters have been awake to the situation and have the advantage of direct steamers from Japan to America. There has been eager bidding for these teas in the American market owing to the greater possibility of receiving them once they are bought. The new fall prices on China teas have not generally been announced. With the shipping situation and higher prices being quoted it is anticipated by some local tea men that China teas may have a hard time in making headway as against the Japanese teas. There is a fair movement in tea and prices held steadily firm during the week.

Ceylons and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52

Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Coffee Shipments From Brazil Easier

Toronto.

COFFEE.—There was little of interest in the coffee market locally during the week except that a much better demand is reported now that there has been cooler weather. In the primary market there was a slightly easier feeling due to the fact that freight shipments from Brazil have been somewhat easier and prices have been shaded in that market as a result. There is not sufficient change in the situation to make any difference in the prices of coffee locally.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 49
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Firm Position In All Spices Owing To Freights

Toronto.

SPICES.—There is an excellent demand for spices of various kinds now that the pickling season is in full swing. Locally prices remained unchanged with a decided firmness in almost every line. Cream of tartar is particularly firm owing to the scarcity. There was some fluctuation in the price of cloves in the primary market during the week, having slipped back 1c, but later advanced 2c per pound. There is little better prospect of an easier position in the market due to the light shipments from primary sources by reason of the lack of tonnage. Coriander seed, which was expected to be much lower in prices, does not give any indication of

such a change, as stocks have not been brought forward from the country of origin.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's.	0 40
Do., 80's	0 45	0 50
Do., 64's	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 50
Coriander, whole	0 30	0 35
Caraway seed, whole	0 75	0 80
Cream of Tartar—		
French, pure	0 60
American high test	0 65

Advance In Freight Again Affects Rice

Toronto.

RICE, TAPIOCA.—There was still greater firmness in the market for Eastern rices during the week due to a further advance in ocean freight rates. There is a good buying movement under way on the part of wholesalers, but supplies at primary points are light and orders are cut to meet the cloth of the first-hand dealers. Locally the market is very firm in consequence at the advances recently recorded. Tapioca is also in a firm position. The market for the most part ranges from 14c to 15c, although quotations in rare instances were made as low as 13c and as high as 16c per pound. Tapioca is scarce and further shipments from primary producing points is a matter of doubt.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs.	0 12 1/2
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 25	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 16

Lima Beans And Rangoons Lower

Toronto.

BEANS.—Intimations made in these columns for some weeks past that there was likelihood of lower prices on Rangoon beans and lima beans have proven to be in accordance with fact, a decline of 2c per pound having been recorded on Rangoon beans during the week and 1c per pound on lima beans. Rangoon beans are now quoted as low as \$7.20 per bushel while lima beans are quoted as low as 16c. Ontario white beans are quoted down to \$7.80 per bushel, evidently with intent to clear out old stocks. There is very little demand for beans at the present juncture.

Ontario, 1-lb. to 2-lb. pickers, bu.	7 80	9 50
Can. white kidney beans, bush.	10 00	10 50
Rangoons, per bush.	7 20	8 40
Yellow eyes, per bushel
Japanese, per bush.
Limas, per pound	0 16	0 20

Bulk Cornstarch Declines 1/2c Pound

Toronto.

PACKAGE GOODS.—Following the

easier tendency in the corn market a decline in bulk cornstarch was recorded during the week to the extent of $\frac{1}{2}$ c per pound, making the price in five barrel lots 8c per pound and $8\frac{1}{4}$ c in less than five barrel lots, or $8\frac{1}{2}$ c in kegs. There was no change in other lines of laundry starch or cornstarch. Package cereals held steady in price with a fair demand reported.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case		4 00
Cornstarch, No. 1, pound cartons		0 12
No. 2, pound cartons		0 11
Starch, in 1-lb. cartons		0 12
Do., in 6-lb. tins		0 13 $\frac{3}{4}$
Do., in 6-lb. papers		0 09 $\frac{1}{2}$

Halibut Up 2c Pound; B.C. Salmon Lower

Toronto.

FISH.—Scarcity of halibut on the West Coast has resulted in an increase in price of 2c per pound in the local wholesale market, making the price now 22c per pound. British Columbia salmon on the other hand is lower in price due to the fact that red spring is now off the market and the need is being filled by silver and humpback salmon which are considered of a different grade. These latter fish are selling at 17c to 20c per pound. Both trout and white fish were scarce during the week, the trout running to large sizes of five, ten and fifteen pounds, such sizes being in less demand than smaller fish of two to three pounds in weight. Swordfish were also scarce, fishermen stating that the herring did not come in shore and the swordfish accordingly did not follow. There is a rapid falling in the demand for market cod and haddock, as people have evidently grown somewhat tired of them. Bloaters are now in and are quoted at \$1.75 per box. Kipper herring are firmer in price, being quoted from \$1.50 to \$1.75 per box.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipper herring, per box	1 50	1 75
Digby herring, bundle 5 boxes		1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks		
Salt mackerel, kits 15 lbs.	2 25	

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 22	
Halibut, frozen	0 18	0 19
Salmon, B.C., humpback	0 17	0 22
Haddock, express, lb.		0 08
Herrings, frozen	0 06	0 06 $\frac{1}{2}$
Steak cod, fancy, express, lb.		0 09
Cod, market, heads off, lb.		0 08
Mackerel, lb.		0 15
Flounders, lb.	0 09	0 10
Swordfish, lb.		0 15

FRESH LAKE FISH.

Herring, per lb.	0 08	0 09
Pike, lb.		0 12
Whitefish, lb., fresh		0 15
Trout, lb., fresh		0 15
Tullibees, fresh, lb.	0 09	0 10

Backyard Vegetables Make Demand Slow

Toronto.

VEGETABLES.—There was a very slow movement in vegetables in the local market during the week due in large measure to the fact that people are now

cashing in on their labors of the spring and summer and are getting their supplies from their own garden plots. Beans, however, have passed the green stage and are approaching the drying stage, which has made available supplies of tender beans worth more, the range being quoted from 40c to 50c per basket. Some American head lettuce is now coming into the market, quotations being around \$1.25 per dozen. Some California onions are in the market and are being quoted at \$3.50 to \$3.75 per 100-lb. sack. Red peppers were firmer at \$1.25 to \$1.50 per basket. Tomatoes also showed a tendency to firmness, No. 1 eleven-quart being quoted from 40c to 60c per basket.

Beets, 11-qt. basket		0 25
Do., bag		1 00
Beans, green, string, 11-qt.	0 60	0 75
Do., golden wax, 11-qt.	0 60	0 75
Corn, doz.	0 15	0 20
Cucumbers, Can., hothouse, 11-qt. basket		0 30
Gherkins, 11-qt.	0 60	1 25
Cabbage, Canadian, doz.		0 40
Carrots, new, basket		0 25
Do., bag		1 00
Celery, Mich., doz.	0 40	0 50
Do., Canadian, doz.	0 40	0 50
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches	0 30	0 40
Canadian head lettuce, doz.		0 50
American head lettuce, doz.	1 25	
Mushrooms, lb.	0 75	
Onions—		
Green, per doz. bunches	0 20	0 25
Spanish, crates	4 00	4 25
Do., half crates		2 25
Do., Canadian, 75-lb.		2 75
Do., American, 100-lb.	3 50	3 75
Potatoes—		
New Ontario, bag	1 85	2 00
Green peppers, basket	0 50	0 75
Red peppers, 11 qt.	1 25	1 50
Tomatoes—		
11-qt., No. 1	0 40	0 60
6-qt., No. 1	0 25	0 35
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 20	0 25
Vegetable marrow	0 20	0 25

Freestone Peaches Now Coming Good

Toronto.

FRUIT.—Peaches were the most

plentiful fruit in the local market during the week, there being good supplies of early St. John freestone peaches which ranged in price from 40c to 65c per 6-quart basket, according to the size and degree of ripeness, while the 11-quart size ranged in price from 65c to \$1.25 per basket according to size. A few baskets of late Crawfords came in during the first part of the week and are expected to be in better supply from this on. First arrivals of Crawfords were quoted at 50c per basket for 6-quart. Plums were somewhat scarce and were in good demand. The first Ontario grapes reached the local market on Tuesday and were quoted at 50c per 6-quart basket. Canadian Duchess apples in hampers were quoted at \$1.25 for No. 3 and \$1.50 for No. 2, with a few barrels of No. 2 Duchess quoted at \$6. There was a good demand for fruit of all kinds.

Apples—

Hampers, American		2 75
Do., boxes		3 00
Do., Ontario, 11-qt.	0 30	0 75
Do., Ontario, bush. hampers	1 25	2 00
Bananas, yellow, bunch	2 25	2 75
Cantaloupes, 45s, case	4 50	5 50
Do., 12-15s, case	1 75	2 25
Do., Ontario, 16-qt.	0 60	0 85

Currants—

Black, 11-qt.		2 25
Black, 6-qt.		1 25
Blueberries, 11-qt.	1 75	2 00
Grapes, Ont., 6 qt.		0 50
Lawtonberries, qt.	0 16	0 18

Oranges—

Cal. late Valencias	3 50	4 50
Lemons, Cal., case	6 00	6 75
Do., Verdillias, case	6 00	6 75
Peaches, Delaware, 6 bkts.		3 50
Do., Ont., Early St. John, 6-qt.	0 40	0 65
Do., 11-qt.	0 65	1 25
Late Crawfords, 6-qt.		0 50
Pears, Cal. Bartlett, box	3 50	3 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 75
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Niagaras, 6 qt.	0 50	0 65
Do., 11 qt.	0 75	1 00
Bradshaws, 11 qt.		0 75
Washingtons, 6 qt.	0 35	0 50
Watermelons, each	0 75	1 00

MANITOBA MARKETS

WINNIPEG, Sept. 12.—The people of Saskatchewan have been asking Mr. Hanna to lift the embargo on canned goods for the whole province, as they claim there is a scarcity of vegetables. Recently Mr. Hanna was asked to lift this embargo sufficiently to allow farmers to secure supplies of canned goods during the threshing season. The feeling in Manitoba is similar to that in Saskatchewan, with the exception possibly of Winnipeg, and even there green vegetables are scarce and high in price.

Big buyers have been quietly going ahead during the past few weeks, picking up stocks of canned goods and other lines that are likely to be scarce. One big retailer long before the new prices on peas was announced, had bought a stock of 300 cases, his order being distributed over several houses. This man did the same on sugar. Another dealer ordered sugar every day for twelve days

in succession, his order being distributed over many wholesale houses. This man evidently foresaw the present scarcity—for sugar is scarce in Winnipeg today, wholesale houses having sufficient orders on hand to provide for three or four cars each. It is not expected that there will be any improvement in the situation until the end of October.

As regards the sugar scarcity, it is interesting to note that the Manitoba Food Commissioners have called a meeting for September 10, to consider the advisability of discontinuing the manufacture of ice cream and candy. It is stated that the commissioners are working under the direction of Mr. Hanna.

The outlook is for a splendid fall in Western Canada. Collections are good, and buying is free and easy. There are a few odd districts which were hailed, or had frost or insufficient rain, but the number of such places is negligible.

(Continued on page 68.)

FLOUR AND CEREALS

Buying Of Flour Expected

Montreal.

FLOUR AND FEEDS.—The market is waiting very anxiously for the Government ruling on wheat. It is understood that the Grain Supervisors have fixed a price, and the Government are now considering it, and that an announcement will be made in the near future. The opinion of the trade is that the ruling will be very little, if any, below that now obtaining, as the Canadian and the U. S. prices are very close already. In the meantime the market is changed from last week, when millers voluntarily reduced prices. As stocks in consumers' and jobbers' hands throughout the country were light, there has been a decided improvement in the demand for flour at the reduced prices. There has been little or no contracting for delivery spread over several months, but it is reported that a large number of orders have come forward for car lots, and sales of 1,000 to 2,000 sack lots have been made for prompt shipment or within thirty days. In addition to the local and country trade, there has been an increased demand from Newfoundland for some fair-sized lots, although United States millers are strong competitors in this part of the country. It is certain that flour bins all over Canada have never been so empty as now. The bakers have been buying from hand to mouth, and there is no doubt that when the whole wheat and flour price question is settled, that there will be almost a record buying movement. Largely in sympathy with lower prices ruling in other grades, winter wheat has declined, and we now quote fancy patents \$12.50, \$11.50, and in bags \$5.50. The demand has been good, but owing to the light stocks on hand and the difficulty in securing supplies for prompt and nearby shipment from Ontario, the volume of business has been checked somewhat, and dealers have had to refuse orders for car lots for shipment to outside points. Owing to the increased offerings of bran, and the somewhat limited demand at present, the tone of the market has been somewhat easier, but although carload lots have been shaded, small lots in mixed cars are still unchanged, and we continue to quote \$35 to \$37. On the other hand, the demand for shorts continues good; consequently supplies have been kept well sold up, and prices are firm and unchanged.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	12 00	12 20
Second patents	11 50	11 70
Strong bakers	11 30	11 50

Winter Wheat Flour—	
Fancy patents	12 50
90%, in wood	11 50
90%, in bags	5 50
Bran, per ton	35 00 37 00
Shorts	40 00 42 00
Special middlings	50 00 51 00
Feed flour	61 00 62 00
Feed oats, per bushel	0 85

Cereal Business Is Hand-to-Mouth Order

Montreal.

CEREALS.—There has been no new development in the cereal market, but the feeling has been steady in sympathy with the steadier tendency of prices for the raw material. A fair amount of business has passed for local and country account in most lines, and in consequence stocks are not increasing to any great extent. In oats there is a steady demand for broken lots. Graham flour also showed activity. Stocks in users' hands are very low, and orders, of a hand-to-mouth description, have to be regularly placed to meet requirements. In fact, millers prefer this broken delivery at the present time to big consignments, as they are not certain how the market will develop. Prices are unchanged.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.	5 75	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	5 50	5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags	4 65	4 65
Whole wheat flour, 98 lbs.	5 75	5 95
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	6 00	6 00

Flour Goes Down 40c.

Toronto.

FLOUR.—Prices declined 40c per barrel on Manitoba flour, making the basis \$11.50. During the first of the week there was an atmosphere of uncertainty hanging over the market due to failure of the Grain Commissioners to announce the price at which wheat is to sell. Although they met in Winnipeg on Thursday of last week, the fixed price of \$2.21 was not announced until Wednesday of this week. A tax of 2c bushel is to be levied for the Government in addition. There is a possibility that action which is being taken in the U. S. may have some bearing on the tardiness of the Grain Commissioners. In a dispatch from Washington dated September 10, it was stated that millers are to be allowed 25c per barrel for milling and that prices are due to drop \$3 per barrel on flour.

Canadian millers were somewhat skeptical of such a decline, as it was stated such a decline would represent about a 60c decline in wheat. Prices on cash wheat held in the neighborhood of \$2.22 per bushel at Winnipeg during the week were quoted at \$2.24. Reports from the West state the condition of the crop is good and that the yield will probably be in the neighborhood of 200,000,000 bushels. Locally the demand for flour is improving. Ontario winter wheat flour in carload lots was quoted from \$10.85 to \$11 per barrel.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.85-11.00	11.05-11.20
Second patents	10.75-10.85	10.95-11.05

West Inquiring For Split Peas And Barley

Toronto.

CEREALS.—Ontario milling concerns report a good inquiry from Western Canada as far as the Coast for split peas and pot barley. Cornmeal and corn flour is hard to get and prices have accordingly firmed up considerably during the week. Yellow cornmeal is quoted up at \$6.15 to \$6.60 per 98-lb. bag. Farina also advanced 20c from the low level. Wheatlets also advanced 20c to \$6.10. Yellow split peas were easier in some instances at \$9.50 per bushel. A new 500-barrel mill for the manufacture of rolled oats and oatmeal is expected to be put in operation by the Canadian Cereal and Flour Mills Company at Tillsonburg which is expected to be in operation during the latter part of this month. In some quarters there was a tendency to ask firm prices on rolled oats, being quoted up as high as \$4.50 and as low as \$4 in some rare instances but with some at \$4.25.

	Less than car lots
Barley, pearl, 98 lbs.	6 75 7 25
Barley, pot, 98 lbs.	4 80 5 50
Corn flour, 98 lbs.	6 25 6 35
Cornmeal, yellow, 98 lbs.	6 15 6 60
Farina, 98 lbs.	6 10 6 50
Graham flour, 98 lbs.	5 75 6 20
Hominy, grits, 98 lbs.	6 25 6 35
Hominy, pearl, 98 lbs.	6 25 6 35
Oatmeal, 98 lbs.	4 75 5 05
Rolled oats, 90-lb. bags	4 25 4 50
Rolled wheat, 100-lb. bbls.	6 50
Wheatlets, 98 lbs.	6 10 6 50
Peas, yellow, split, 98 lbs.	9 50 11 00
Blue peas, lb.	0 09 0 12

Above prices give the range of quotation to the retail trade.

New Grains Causing Lighter Feed Demand

Toronto.

MILL FEEDS.—There is a lighter demand on mill feeds reported and the reason is attributed to the fact that some of the coarser grains are now be-

ing used for feed and pasture is furthermore good. Some mills are still booked up to capacity on these products, however. Prices remained unchanged, except for the grading down of bran to the straight level of \$35 per ton and a narrower range on shorts of \$40 to \$41 per ton.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35-...	\$37-...
Shorts	40-41	42-43
Special middlings	50-...	52-...
Feed flour, per bag.....		3.05-3.60

Merchants Order Flour When Wheat Declines

Winnipeg.

FLOUR AND FEEDS.—Price of first patents is \$11.50—a reduction of 50c per barrel. This was brought about by a decline in the price of wheat from \$2.40 to around \$2.20, although cash wheat sold at \$2.24. There was a rumor that the price of wheat had been fixed in Canada, but that the announcement would come from Ottawa. The feeling here is that the price will be around \$2.20. The result has been an influx of orders from merchants for flour. For some weeks the trade has been holding off with the idea that the price might come down, and apparently they were right in doing so. Rolled Oats—The price of bulk oats is \$3.75, and all millers are oversold. There is a scarcity in good milling oats. The new oat crop will be late, but it is a rather uncertain crop. Packages remain at the same price as has prevailed for several weeks past. Dealers are buying more bulk oats just now than packages. Feeds—Price of bran and shorts are respectively \$35 and \$39, and all mills report that they are considerably oversold. The general opinion is that the demand for feed will be much in excess of the supply.

Flour—	
Best patents	11 50
Bakers	11 00
Clears	10 40

PRODUCE AND PROVISIONS (Continued from page 72.)

Chickens, live	0 24	0 27
Do., dressed	0 30	0 32

Honey Shows An Upward Tendency

Toronto.

HONEY.—There was a firmer tendency in the honey market during the week due to the failure of any heavy stocks to arrive. It is pretty generally the opinion that the crop this year has been a light one. There is very little honey being offered by the producers to commission men and prices are firmly maintained for anything that can be obtained. Quotations were higher by ½c per pound during the week in consequence of the scarcity of the commodity. Honey in jars is being quoted at \$1.35 per dozen for 7-oz. size, and \$1.90 per dozen for 12-oz., and \$2.25 per dozen for 16-oz.

Honey—		
Clover, 5 and 10-lb. tins.....	0 15	0 16
60-lb. tins	0 14½	0 15
Comb, No. 1, doz.	2 75	3 25

Do., No. 2, doz.	2 50
Do., No. 3, doz.	2 25
Jars, 7 oz., doz.	1 35
Do., 12 oz., doz.	1 90
Do., 16 oz., doz.	2 25
Maple Syrup—	
8-lb. tins	1 25
Gallons, Imperial	1 75

Creamery Butter 42-43c; Hogs Going Up Again

Winnipeg.

PRODUCE AND PROVISIONS.—After the slump in hogs, which took place two weeks ago, prices have steadily advanced, and live hogs are now selling at \$17. Runs have been very light. All provision prices are firm; backs are now selling at 34-36c, breakfast bacon 35-38c. Eggs—There is nothing very new to report in this market. Production is still sufficient to look after the demand, and there is little call yet for cold storage stock, although this situation will not last long. Creamery Butter—This market has been very active during the past week, and there has been a very good demand. Price of creamery butter advanced from 40-41c to 42-43c. Dairy Butter—Receipts have been light, with very little change. The outside demand fell off last week. It is expected that prices will hold without much material decline. Cheese—Prices are unchanged. The British Government recently set the price on cheese, which is keeping the market steady, but the price set by the Government is so low that the production of cheese is likely to fall off, and to get sufficient supply it will be necessary for the Government to raise their margin.

Hams—		
Light, lb.	0 30
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 35	0 38
Backs, regular	0 34	0 36
Dry Salt Meats—		
Long clear bacon, light.....	0 26
Backs	0 30
Barrelled Pork—		
Mess pork, bbl.	45 00
Lard, Pure—		
Tierces	0 26
20s	5 50
Cases, 5s	16 12
Cases, 3s	16 20
Lard, Compound—		
Tierces	0 20 ¹ / ₄
Tubs, 50s, net	10 38
Pails, 20s, net	4 40
Fresh Eggs—		
New laids	0 39
Cheese—		
Ontario, large fresh	0 24	0 24 ¹ / ₂
Manitoba, large, fresh	0 22 ¹ / ₂	0 23
Butter—		
Fresh made creamery, No. 1		
cartons	0 43
Fresh made creamery, No. 2..	0 41

WEEKLY MARKET REPORTS BY WIRE

(Continued from page 69.)

Oranges, Cal., box	4 50	5 50
Pears, Cal.	4 00	4 50
Peaches, Cal.	1 75	2 00
Plums, Cal.	2 75	3 50
Grapefruit, per case	6 00	7 00
Apples, American, bbl.	8 00	9 00
Apples, N.S., bbl.	2 00	4 00
Potatoes—		
New, native, bushel	1 00	1 10
Tomatoes, Ont., basket	1 00
Cucumbers, doz.	0 20	0 25
Onions, American, 100-lb. sack..	5 00
Onions, Canada, 75 lbs.	3 50	3 75

WEEKLY MARKET REPORTS

(Continued from page 66.)

Not A Heavy Demand For Syrups

Winnipeg.

SYRUPS.—Retailers are buying corn syrup fairly well considering; but this is not the corn syrup season—it is more of the fresh fruit season. This also applies to cane syrup and molasses.

24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

NEW ORLEANS MOLASSES.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	5 28
5-lb. tins, 1 doz. case, per case.....	5 68
10-lb. tins, ½ doz. case, per case.....	6 41
20-lb. tins, ¼ doz. case, per case.....	6 42
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case.....	5 78
5-lb. tins, 1 doz. case, per case.....	6 18
10-lb. tins, ½ doz. case, per case.....	5 91
20-lb. tins, ¼ doz. case, per case.....	5 92

Barbadoes Molasses—	
In half barrels, per gal.	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

ROGERS SYRUP.

24 by 2 lb. tins, case.....	5 25
12 by 5 lb. tins, case.....	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case.....	5 60
12 by 3 lb. seal glass jars.....	4 20

Large Prunes Scarce; Prunes Still Cheap Food

Winnipeg.

DRIED FRUITS.—Reports coming in from California are to the effect that prunes this year will run to small sizes. Already 30-40's and 40-50's are practically off the market, and 50-60's are selling at a premium. A year ago it was just the opposite, and there was a scarcity of small prunes. Despite this fact however, prunes this year will be one of the cheapest fruits on the market, and will be selling much cheaper around November. Reports state that the Swedish Government are buying heavily in California, which is helping to keep the market heavier than it would have been.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.....	0 11½
80-90s, 25-lb. boxes, per lb.....	0 12
50-60s, 25-lb. boxes, per lb.....	0 13
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb....	0 08½
90-100s, 25-lb. boxes, per lb.....	0 10¼
80-90s, 25-lb. boxes, per lb.....	0 10½

Dried Fruits—	
Apples, evap., 50-lb. boxes, lb..	0 13¾
Apples, 25-lb. boxes	0 14¼
Apples, 3-lb. cartons, each.....	0 52
Pears, choice, 10-lb. boxes, faced	0 16½

Apricots—	
New, choice, 25's	0 24
New, choice, 10's	0 25

Peaches—	
Choice, 25-lb. boxes	
Choice, 10-lb. boxes	0 13

Currants -		
Fresh cleaned, bulk, lb., Austra- lian	0 19½	0 21

Dates	
Hallowee, 68-lb. boxes.....	0 18
Fards, box, 12 lbs.	2 05

Raisins, California—	
16 oz. fancy, seeded	0 12¾
16 oz. choice, seeded	0 11¾
12 oz. fancy, seeded	0 10
12 oz. choice, seeded	0 09¾

Raisins, Muscatels	
3 crown, loose, 25's	0 11¼
3 crown, loose, 50's	0 10¾

Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes...	0 10½
3 crown, loose, 10-lb. boxes...	0 11

Figs—	
Mediterranean, 33-lb. mats.....	0 07¼

(Continued on page 58.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Sept. 11.—Business last week was exceedingly dull in all wholesale lines. Fruits particularly were deadened by the cold wet spell. The small demand for sugar continues, little home preserving being done. Flour eased off slightly. Grocers report better sales on account of the increase in home baking. The potato market is unsteady. The acreage is large and the potatoes good but small. Americans are seeking to buy but will not come above \$17 per ton which is way below local. Eggs are advancing and recent high prices decreased the demand slightly but the cold, wet weather has also decreased the production. Butter is very firm.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 93
Flour, first patents, Manitoba, per per bbl., in car lots	12 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 14
Beans, B.C., white	0 16
Potatoes, per ton	32 00
Lard, pure, in 400-lb. tierces, lb.	0 25½
Butter, fresh made creamery, lb.	0 47
Eggs, new-laid, in cartons, doz.	0 53
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Sept. 11.—Wagstaffe's jam, fours are two cents a pail higher. Pickles have advanced considerably, five gallon pails being about one dollar higher. Some jobbers who have been below market on rice have now come up. Siam is quoted at six and three quarters to seven and a half dollars per hundred weight. Bacon and hams are up half to one cent per pound. Number one storage eggs are quoted at twelve fifty per case. New laids are anywhere from forty to forty-five cents per dozen. Caraway seeds have reached the price of a dollar twenty-five per lb. Salada tea, currants and plug tobacco are all higher. The been situation is easier and quotations are eleven and a quarter to thirteen cents.

CALGARY:

Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s per bbl.	12 10	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s	3 25	
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	0 13	
Sago, lb.	0 13	
Sugar, pure cane, granulated, cwt.	10 50	
Cheese, No. 1 Ontario, large.	0 25½	
Butter, creamery, lb.	0 44	
Do., dairy, lb.	0 31	
Lard, pure, 3s, per case.	16 50	
Eggs, new laid, dozen	0 40	0 45
Eggs, No. 1 storage, case.	12 50	
Tomatoes, 2½s, standard case.	4 50	4 80
Corn, 3s, standard case	3 90	4 00
Peas, 2s, standard case.	3 75	
Apples, gals., Ontario, case.	2 65	2 85
Strawberries, 2s, Ontario, case.	5 50	5 85
Raspberries, 2s, Ontario, case.	5 40	5 85
Peaches, evaporated, lb.	0 14	0 15
Peaches, 2s, Ontario, case	4 75	
Lemons, case	9 00	
Salmon, pink, tall, case.	8 50	
Salmon, Sockeye, tall, case.	12 75	

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sept. 11.—Flour has dropped to \$11.70 per bushel. Rolled oats, bails declined to \$4.35. Butter is up one cent and stands at forty-one cents per pound for creamery. New laid eggs have advanced to forty cents per dozen. The new pack canned strawberries and raspberries, Ontario 2's case are each quoted at \$6.30. Peaches 2's have advanced to \$3.90 per case. McDonald's tobaccos have taken a slight advance, Briar of four cents a pound and Prince of Wales one cent. The new prices of dried fruits from California will be about two cents per pound higher. Some lines of gum have advanced. All kinds of pickles are higher and Keene's mustard has gone up three cents per pound bulk and tins.

REGINA—

Beans, small white Japan, bu.	7 25	
Beans, Lima, per lb.	0 22	
Flour, No. 1 pats., 98s, per bbl.	12 00	11 70
Molasses, extra fancy, gal.	0 59	
Rolled oats, bails	4 35	
Rice, Siam, cwt.	5 85	
Sago and tapioca, lb.	0 13¼	
Bacon, smoked backs, lb.	0 30½	
Bacon, smoked, sides, lb.	0 30	
Sugar, pure cane, gran., cwt.	10 12	
Cheese, No. 1 Ontario, large.	0 24½	
Butter, creamery, lb.	0 41	
Lard, pure, 3s, per case.	16 30	
Bacon, smoked sides, lb.	0 32	
Bacon, smoked backs, lb.	0 30	
Eggs, new-laid	0 40	
Pineapples, case	4 75	5 35
Tomatoes, 3s, standard case.	4 50	
Corn, 2s, standard, case.	3 75	
Peas, 2s, standard, case	3 45	
Apples, gals., Ontario	2 50	
Strawberries, 2s, Ont., case.	6 30	
Raspberries, 2s, Ont., case.	6 30	
Peaches, 2s, Ontario, case	3 90	
Salmon, finest sockeye, tall, case.	14 50	
Salmon, pink, tall, case	8 75	
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Sept. 11.—With the approach of fall, business is becoming brisker. As is usual at this time of year conditions are generally reported favorable. The only changes in flour prices during the week is a half dollar drop in Ontario which is now \$12.15. Sago and tapioca are higher at seventeen to eighteen cents. Sugar shows a twenty-five cent reduction. Granulated is \$9.25 to \$9.30, yellow \$8.75 to \$8.80, Paris lumps \$10.50 to \$10.75. Cheese is firmer at twenty-four and twenty-five cents. New laid eggs are higher at forty-seven to fifty cents per dozen. Breakfast bacon has advanced to thirty-four to thirty-eight cents. Butter is higher, creamery being forty-eight to fifty and dairy forty-five to forty-eight. Cream of tartar is up to sixty to sixty-two cents. Potatoes are easier at \$1.00 to \$1.10 per bushel. American onions in 100-lb. sacks are quoted at \$5. Canadian onions 75 lbs. \$3.50 to \$3.75.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 95	
Ontario	12 15	
Cornmeal, gran., bbls.	13 50	
Cornmeal, ordinary, bags	4 50	
Molasses, extra fancy, gal.	0 76	0 77
Rolled oats, bbl.	10 25	
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	8 00	8 25
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	9 25	9 30
No. 1 yellow	8 75	8 80
Paris lumps	10 50	10 75
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 47	0 50
Eggs, case	0 41	0 42
Breakfast bacon	0 34	0 38
Butter, creamery, per lb.	0 48	0 50
Butter, dairy, per lb.	0 45	0 48
Butter, tub	0 40	0 44
Lard, pure, lb.	0 27½	0 28
Lard, compound	0 21¾	0 22
American clear pork	54 00	57 00
Beef, corned, 1s	4 25	
Tomatoes, 3s, standard, case.	4 70	
Raspberries, 2s, Ont., case	5 40	
Peaches, 2s, Ontario, case.	1 20	
Corn, 2s, standard case	4 30	
Peas, 2s, standard case	3 50	
Apples, gals., N.B., doz.	3 50	
Strawberries, 2s, Ont., case.	5 00	5 25
Pork and beans, case	4 00	5 50
Salmon, pink, talls, case	8 25	8 50
Salmon, Chums	7 50	8 00
Sardines, domestic, case	6 00	
Cream tartar	0 60	0 62
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12¼	
Raisins, fancy, lb.	0 12½	
Raisins, seedless, lb.	0 15	
Prunes, 90-100, lb.	0 14	0 14½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 13	0 13½
Evaporated apricots, lb.	0 21	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	7 00	8 00
Lemons, Cal., box	10 00	

(Continued on page 68.)

PRODUCE AND PROVISIONS

Hog Prices Firmer; Lard Is Higher

Montreal.

PROVISIONS.—The reported embargo on bacon having turned out to be no embargo at all, but merely a license restriction, and the statement that Great Britain and her Allies will require at least 25 per cent. of our output, had the effect of removing much of the disturbed feeling experienced last week. This also probably had a lot to do with the increased demand for hogs noted, with firmer prices. There has been no actual change in conditions of the local market for smoked meats, but the feeling is firmer, and prices are fully maintained. The domestic demand is not quite so good as it has been of late on account of the much cooler weather prevailing, but trade generally is satisfactory. After last week's increase of $\frac{1}{2}$ c in lard, a stimulation is noted in the demand, due probably to the advance. Buying was well distributed over local and country accounts, while an active trade was done in a wholesale jobbing way. The whole market has a firm undertone, and prices are unchanged.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26	
Tubs, 60 lbs.	0 26¼	
Pails	0 26½	
Bricks, 1 lb., per lb.	0 27½	
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 60 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¾
Bricks, 1 lb., per lb.	0 23	

Butter Prices Steadier; Stocks On Hand Lighter

Montreal.

BUTTER.—The uneasy feeling, due to speculative buying, which was noted last week, has passed away, and the tone of the market is stronger in every sense. Prices were bid up $\frac{1}{8}$ c and $\frac{1}{2}$ c over last week's auctions, notwithstanding the fact that stocks of butter in store on spot are much larger than they were at the same date last year, and that prices are already away above export basis. Local firms have been buying freely for cold

storage, as they have been somewhat shy on their requirements for the city trade during the winter months. It is interesting to note that while a portion of the butter in cold storage here is Western and Ontario creamery, the major portion of it is Quebec. Prices in England are at an altitude before unheard of there, but the maximum figure of 206s. is no attraction for the home exporter. Receipts returns are decidedly interesting. The receipts for the week now ending were 10,525 packages, which show a decrease of 4,179 compared with the previous week, and a decrease of 9,981 compared with the same week last year, while the total receipts from May 31st to date show a decrease of 87,067 packages compared with last year. The figures bear studying by close watchers of the market. A fair amount of business has been done locally this week, and prices are unchanged.

Butter—		
Creamery prints (fresh made) ..	0 43½	0 44½
Creamery solids (fresh made) ..	0 43	0 44
Dairy prints, choice, lb.	0 40	
Dairy, in tubs (choice)	0 38	
Bakers	0 36	0 37

Increased Demand For Export Eggs

Montreal.

EGGS.—The increased inquiry noted last week from English importers, but not taken up on account of the price, seems to have been followed by stronger bids from across the Atlantic, as this week some good round lots have been sold for export, including one lot of 1,000 cases for next month shipment. There has been some complaint that producers are getting careless over the marketing of their eggs, and that a far too high percentage of the eggs arriving show signs of staleness. This is having an adverse influence upon the general situation. The rush of harvest work and infrequent marketing resulting may be responsible, but that being over, producers must pay more attention to quality.

Exporters complain as to the prices ruling, and say that they scarcely cover the expense and trouble of handling the goods. They state that they only handle the eggs to keep in touch with the people they have been dealing with for years, and to hold together business connections until the war is over. It is stated that the surplus stock of cold storage eggs in Montreal has already been pretty well disposed of for export account, but that there are still plenty of American eggs for sale. A big deficit is shown in the receipts from May 1 to date compared with last year, the figures being 271,809 as compared with 315,292, being

a decrease of 103,483 boxes. This does not look rosy for cheap winter eggs. The domestic trade has been fairly active during the week, there being a good steady demand for small lots to meet immediate wants, and the tone of the market has ruled firm with no change in prices to note.

Eggs—

New laid, specials	0 52
Selects	0 48
No. 1's	0 43
No. 2's	0 40

Cheese Prices Mainly Unchanged

Montreal.

CHEESE.—Nothing very important has marked the cheese market. The Cheese Commission has answered the supporters of the movement that official leverage should be used to induce the British Government to increase cheese values by telling them that they should be thankful that they are allowed to export at all. Great Britain can get along without Canadian cheese, but the prohibition of exports on the other side would certainly cause a most disastrous slump in prices at home. Therefore, says the Commission, be thankful for the present prices, and keep quiet. At a meeting of all the transportation lines doing business through the Port of Montreal, it was decided that on, and after this coming Saturday, any box of cheese which showed signs of breakage or was not up to the required regulations, should be positively refused carriage. Montreal exporters, who handle most of the cheese made, have for years advocated the use of a stronger box, while claims on the transportation companies for damages have become increasingly heavy. Cheese makers should make themselves fully acquainted with these Government specifications.

The prices paid at the boards throughout the country have been devoid of surprises, some of them being unchanged from last week, and others a fraction higher, the range fluctuations being 20 13-16 to 21½c. The movement of cheeses for export account continues liberal, but exporters say that there is little profit in it for them, while factory-men are equally dissatisfied. There was an increase of 2,019 boxes in the receipts of last week over the previous one, but there is a big decrease from May the first to date compared with the same period last year. The market has a firm tone and prices are unchanged.

Cheese—

Large (new), per lb.	0 22	0 22½
New twins, per lb.	0 22	0 22½
Triplets, per lb.	0 22	0 22½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31



Comrades in Service!

In years to come you will recall with Pride the day you signed the Food Service Pledge.

For it is your Dedication to War Service.

Your observance of it will cause you some of the Finer Emotions of Your Life.

You will gradually realize that though your own and your family's self-denial may be small—the mighty Legion of Canadian women pledged to equal service, will mean the difference between Victory and Disaster to our soldiers.

You cannot—you must not desert them.

It is not that *they want more* white bread, beef, or bacon than you—it is

just that these foods are less perishable and so more easily exported than others.

So, until Victory is ours, do these simple things.

When making bread, use one-third oatmeal, corn, barley or rye flour, with the white flour. Or tell your baker to bring some brown bread each day.

Substitute for beef and bacon, such foods as fish, peas, lentils, potatoes, nuts, bananas, etc.

Third, and this is very important—prevent the waste of any food in your home.

Be a Comrade. Dedicate yourself and your family to War Service. Sign the Food Service Pledge and display the window card.

SIGN AND LIVE UP TO THE FOOD SERVICE PLEDGE

Woman's Auxiliary, Organization of Resources Committee, in
Co-operation with The Hon. W. J. Hanna, Food Controller.

In view of the Food Conservation Campaign now being conducted, the earnest co-operation of all grocers is desired to make it completely successful.

Poultry Demand Good; Supplies Light

Montreal.

POULTRY. — The demand continues at good strength, with supplies still on the light side. Farmers, however, are getting through their heavy work, and will thus have more for this side of the business. Inquiries show young poultry to be in good quality condition. Turkeys are coming along well, but prospects are that they will be scarce and high-priced the same as last year. The market is firm with prices unchanged.

Poultry—	Dressed
Old fowls	\$0 21
Chickens, milk-fed, crate fattened, lb.	0 25
Old roosters	0 16
Roasting Chickens	0 28
Young ducks	0 30
Turkeys (old toms), lb.	0 30 0 32

Honey Shows Advancing Tendency

Montreal.

HONEY. — Owing to the light stocks of honey on spot, the continued small supplies coming forward from the country, and the higher prices being realized at other marketing centres, a stronger feeling has prevailed, and prices have scored an advance in some cases of ½ to 1c. The advance, however, not being general, we continue to quote last weeks prices with the expectation of raising them next week unless unforeseen developments arise. The demand is good for all offerings, especially white clover in comb.

A feature of the market for maple product has been the stronger feeling in syrup, and prices have advanced 5c, which is attributed to the very limited supply available on spot. Owing to the cooler weather, the demand is commencing to improve and a little more business has been done in a wholesale jobbing way. There is no change in sugar, but prices are very firm. We quote:

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 12	0 12½
Buckwheat, 60-lb. tins, lb.	0 12	0 12
Clover, 5-10 lb. tins, per lb.	0 14	0 14
Clover, 60-lb. tins	0 13½	0 13½
Comb, per section	0 15	0 16
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 50	1 55
11-lb. tins	1 25	1 30
Sugar, in blocks, per lb.	0 16	0 17

Embargo Is Giving Concern

Toronto.

PROVISIONS.—Gradually the sentiment with respect to the possibility of the embargo on Canadian bacon into Great Britain holding tight is taking the aspect of forebodings. As yet there has been no definite pronouncement made and Canadian exporters have been left pretty much to their own conjectures. Commission men are prone to believe that Canadian bacon will be shut out entirely, yet there is no assurance to the contrary. It is not known whether the embargo would apply to the domestic trade in Great Britain or only for Government account. A purchasing commission in the United

States would in all probability not cause Canadian bacon to go through that channel. Restrictions with respect to inspections and delays caused thereby have never been conducive to causing meats to move into the United States. Local packing houses are beginning to face the possibility of being shut out of the British market entirely and are casting around for the development of the home trade. If the embargo is made to hold tight provision men can see nothing else but lower prices for hogs and meats of all kinds. There was a firmer tendency in live hogs during the week as receipts were rather light during the first part of the week. There is a considerable quantity of pure lard and compound lard going into consumption. There was a generally firmer tendency in meats of all kinds.

Hams—		
Medium, per lb.	0 31	0 33
Large, per lb.	0 25	0 28
Backs—		
Plain	0 35	0 40
Boneless, per lb.	0 41	0 43
Bacon—		
Breakfast, per lb.	0 35	0 37
Roll, per lb.	0 29	0 30
Wilshire (smoked), per lb.	0 32	0 32½
Dry Salt Meats—		
Long clear bacon	0 27	0 28
Fat backs, lb.	0 27	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 44	0 48
Shoulders, roast, per lb.	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.	49 50	50 00
Short cut backs, bbl., 200 lbs.	51 00	53 00
Pickled rolls, bbl. 200 lbs.	47 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 25¼	0 25½
Compound tierces, 400 lbs., lb.	0 20½	0 21
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	22 00	25 00
Live, off cars	18 25	18 50
Live, fed and watered	18 00	18 25
Live, f.o.b.	17 35	17 50

Production Of Butter Increasing

Toronto.

BUTTER.—With excellent pasture the production of butter has been much heavier during the past week. There was but little apparent change in the market so far as sentiment is concerned, the tendency being to steadiness. At export points one of the features of the market is the large stocks of creamery butter held at the first of the present month, being 130,493 packages as compared with 99,036 packages a year ago, which shows an increase of 31,457 packages. However, at the same time last year there had been exported about 70,000 packages, while the export so far this year has been comparatively small, probably not more than 5,000 packages. It remains to be seen whether export will take place. If it does not mount up the accumulation of such stocks should have a bearish effect on the market. Locally there is a good demand for butter.

Creamery prints, fresh made...	0 44	0 46
Creamery solids	0 42	0 43
Dairy prints, choice, lb.	0 40	0 42
Dairy prints, lb.	0 37	0 41

Egg Production Good; Buyers' Prices Down

Toronto.

EGGS.—With cooler weather that has stopped the moulting of the hens and the

fact that they have been able to get more grain has helped production along very materially and good supplies are now reaching the market. Prices, however, do not give any indication of receding as there is a good demand for eggs. But an easier undertone is noted in the fact that buyers at country points are paying 2c per dozen less this week than they were last week. If the lower prices succeed in bringing out the eggs there is some chance of lower prices. Prices were steadily maintained during the week.

Eggs—		
New laid, cartons	0 54	0 55
Selects, ex-cartons	0 50	0 50
No. 1, ex-cartons	0 47	0 48

Cheese Market Devoid Of Interest

Toronto.

CHEESE.—There is but little interest in the cheese market at the present due to the routine nature of the buying and selling. The element of speculation has been removed almost entirely through the fixed price of 21¼c that is being paid by the Cheese Purchasing Commission. There is an occasional rumble from dealers that they are unable to get a margin sufficient to pay them for their trouble, but they do not like to turn the business down entirely because of the break that it would mean in their business connections. The commission is taking all cheese that is offered, makers, therefore, having little cause for insecurity over being unable to market their product.

Cheese—		
New, large	0 22½	0 23¼
Stilton (new)	0 24	0 25

Poultry Is Going Into Consumption Well

Toronto.

POULTRY.—With the movement toward meatless and baconless days in dining-rooms and restaurants there has come an increased demand for poultry. Storage stock that has been held since the glut in the market during the early part of the year is finding a good movement as a result. Poultry, while it is meat, is not considered a desirable commodity for export purposes. It is intimated that the Food Controller has wired the trade asking for a report on stocks held in cold storage, together with the cost price into storage, cost of holding and price now asked. What the object of this inquiry is remains to be seen. Demand has had the effect of putting firmness into the market and prices to the retail trade have accordingly been advanced 2c. per pound for dressed hens and live chickens.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 14	0 17
Geese, live, lb.	0 12	0 12
Turkeys, old, lb.	0 15	0 15
Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 18	0 20
Hens, fresh, dressed, per lb.	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 22
Do., dressed, 2 lbs. and over..	0 25	0 30
Squabs, dozen	4 00	4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25

(Continued on page 68.)



July 2nd

July 14th

August 4th

ABOVE VIEWS SHOW PROGRESS ALREADY MADE AT OUR NEW PETERBOROUGH MILL. When completed our new mill will make, under the one roof:—

Quaker Oats
Tillson's Oats
Tillson's Scotch Oatmeal
Tillson's Scotch Health Bran
Quaker Cornmeal
Buckeye Cornmeal

Quaker Granulated Hominy
Quaker Pearl Hominy
Quaker Corn Flakes
Scotch Pearl Barley
Puffed Rice
Puffed Wheat
Pettijohn's

Victor Rolled Wheat
Quaker Farina
Quaker Flour
Ivory Flour
Victor Flour
Schumacher and Sterling Feed, etc.

Q We are building bigger and better because we believe, first, in the permanence of a tremendously increased cereal consumption, and, secondly, because we have the utmost faith in the future of Canada. We feel we cannot build too well, and with that as our motto an army of men is being employed to push the construction work at Peterborough rapidly and thoroughly.

Q In the meantime we are well equipped to fill all orders from mills located at Saskatoon, Neepawa, Sudbury and London—special preparations have been made at these points to adequately take care this Fall of a heavy business on cereals and flour.

Q Every day we are getting nearer to the completion of our new plant. We are having views taken regularly, and by means of these hope to keep you posted of developments.

The Quaker Oats Company
PETERBOROUGH **ONTARIO**

If any advertisement interests you, tear it out now and place with letters to be answered.

MacLean's Magazine

for September

Northcliffe

THE Big Feature is Lord Northcliffe's article—Federation after the War. This brilliant and mighty publisher and world-figure deals with the question of a federation of Great Britain and the United States, and of Canada's relation to such a federation.

It is a big thing for MacLean's to get this special and exclusive article from Lord Northcliffe, and the inference is: This great journalist and man of affairs deemed MacLean's worthy of his writings.

Lord Northcliffe is only 54 years old. In the years ahead he and his powerful papers, the *London Times* and *London Daily Mail*, will play a big part in the shaping of the Imperial State.

MacLean

COLONEL JOHN BAYNE MACLEAN is a notable contributor, writing of the causes of the war, and of the post-war reconstruction as it relates to Canada.

Colonel MacLean discusses the steps that should be taken to win the war, and deals with the financial measures that Canada must consider for the after-the-war period.

Colonel MacLean is pre-eminently well-informed, and his long and intimate connection with International and Domestic financial affairs makes what he writes challenging and illuminating.

Harold McGrath's Great Story of Adventure and Mystery

This world-famous fiction-writer contributes a complete novelette—"The Rubies of Perak."

Other notable contributors are Stephen Leacock, Miss Laut, W. W. Jacobs, Allenson, Moorhouse, and J. D. Ronald, who tells of a smuggling enterprise by an American who temporarily fooled the Customs Department when he imported the plant for a new factory in a Canadian City.

"The Gun Brand," by Hendryx, a great story of the Canadian Northwest, is a feature of the September *MacLean's*.

Three features liked by business men are the "Review of Reviews" Department, where the best things in the current magazines of the world are condensed; the "Business Outlook" article, and the Department, "Information for Investors."

Now on Sale Everywhere—Fifteen Cents



It will
live up to
our claims

We stand back of every statement regarding the quick-selling, customer-pleasing qualities of Barnes' Grape Juice.

A trial supply will convince you.

The
Ontario Grape Growing
and Wine Mfg. Company
ST. CATHARINES, ONTARIO



ARE YOU PROFITING
by the
Big Demand for
**KEYSTONE
NUGGET BROOMS**

The broom women demand by name

?

Write for Prices, etc., to

Stevens-Hepner Co.,
LIMITED

Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



THE KIND THAT BRINGS
CUSTOMERS BACK

DEL MONTE canned fruits are the kind that make people say: "I never knew canned fruits were so good."

And that is what YOUR customers will say, once they taste the delicious, fresh-fruit flavor of DEL MONTE.

For canned fruits can be just as good, just as appetizing as fresh fruits, if they are selected and packed the way we pick and pack the DEL MONTE kind.

—We select only the best from California's finest fruit producing districts.

—We pack immediately after picking, in model canneries, according to the most improved canning methods known.

And the men behind DEL MONTE are specialists who have made the canning of fruits and vegetables a life-long study.

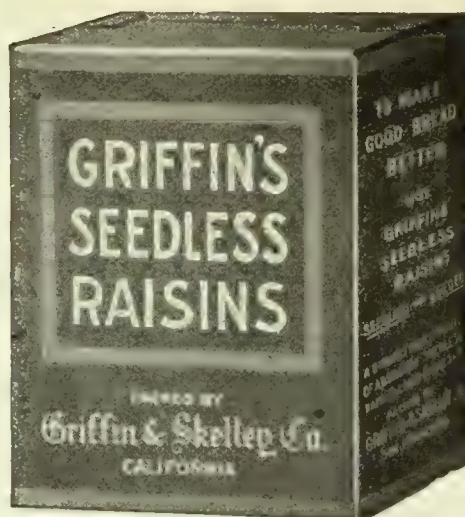
These are the reasons for DEL MONTE quality. These are the reasons why we can afford to back it with our guarantee, and these are the reasons why DEL MONTE is a profit-making, fast-turning, repeat line, that you ought to connect with.

Wholesale distributors everywhere.

**CALIFORNIA PACKING
CORPORATION**

San Francisco,
California

Griffin's



Seedless

Raisins

Never had a seed

Their quality and absolute cleanliness should make their name a **buy-word** wherever raisins are sold.

Ask your grocery salesman.

**Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.**



Mr. Merchant:



**Note the name and
the package.**

**You will stock this line
some time. Why not now?**

Manufactured by
THE B & L MFG., CO. Ltd.

SHERBROOKE

If any advertisement interests you, tear it out now and place with letters to be answered.

The best
Orange Marmalade
is
Wethey's
Are you selling it?



CENTURY SALT

A customer pleaser that's worth displaying

You can guarantee Century Salt to be as good and as pure as it is possible for salt to be.

Century Salt sells well and gives the dealer a neat margin of profit. Keep well stocked.

THE DOMINION SALT CO LIMITED
SARNIA, ONT.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word each subsequent insertion; five cents extra per insertion for Box. No. Payable in advance.

ADDRESS
THE CANADIAN GROCER - 143-153 UNIVERSITY AVE., TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



Help to cut the cost of living

The increasing cost of foodstuffs is receiving marked attention from the thrifty Canadian housewife. Her mind is bent on evolving a menu for her household that will give the greatest food value at the lowest cost.

Help her by suggesting

Brunswick Brand

The Perfect Sea Foods. Tell her of the nourishing qualities of fish, and of the appetizing form in which Brunswick Brand is produced. Impress upon her the fact that in Brunswick Brand only the choicest parts of the fish are used, and that consequently there is no waste. Every ounce is of full food value, and ready to eat—no loss of food—no cost of cooking.

Brunswick Brand Fish is surely the ideal food for the thrifty housewife, and one whose sterling qualities she will quickly recognize.

You can help to cut the cost of living by intelligent boosting of these "Brunswick" lines:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams

Connors Bros., Limited
BLACK'S HARBOR, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$56 PER INCH PER YEAR

BAKING POWDER	
ROYAL BAKING POWDER	
Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER	
WHITE SWAN SPICES AND CEREALS, LTD.	
4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Rasperry, Red	2 65
Rasperry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case	3.00

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz...	2.45
Perfection, ¼-lb. tins, doz....	1.85
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36

"It's all Right"



Comfort Lye

Now is the Season—how is your stock

Nothing
stronger
or purer.

Powdered and
perfumed.



Single case lots, \$4.35
per case.

Three case lots, \$4.30
per case, freight pre-
paid.

Five case lots, \$4.25 per
case, freight prepaid.

Ten case lots, \$4.20 per
case, freight prepaid.

Comfort Lye sells readily and affords the Dealer a good profit. See that your stock is full. Send us your order.

Like our other Products, Comfort Lye carries a premium coupon for the customer.

**Pugsley, Dingman &
Co., Limited**
TORONTO

Purchase through your
jobber or direct from us.



We keep Canada clean

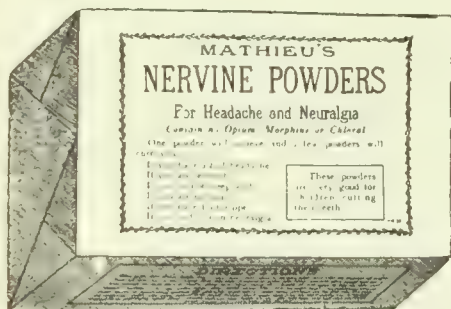
If any advertisement interests you, tear it out now and place with letters to be answered.

AGGRESSIVE GROCCERS SELL MARSH'S

A fine full-flavored Concord Grape Juice that appeals to the most cultured taste—that's Marsh's. And the profits it gives make a selling effort worth while.

**The Marsh Grape
Juice Company**

Niagara Falls - Ontario



*Worth featuring at any
time—*

MATHIEU'S NERVINE POWDERS

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

J. L. Mathieu Company
SHERBROOKE, QUEBEC

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can ...	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2 1/2-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can....	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

* MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27
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FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 00
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., wght. 6 lbs.	2 25
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 28 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 85

W. CLARK, LIMITED MONTREAL

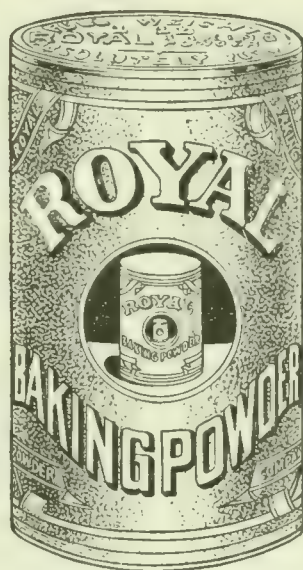
Assorted meats, 1s.	\$4.25.
Compressed Corn Beef—1/2s.	\$2.90;
1s.	\$4.25; 2s.
\$9; 6s.	\$34.75; 14s.
\$75.	
Lunch Ham—1s.	\$4.25; 2s.
\$8.	
Ready Lunch Beef—1s.	\$4.25; 2s.
\$9.	
English Brawn—2s.	\$8.
Boneless Pigs' Feet—1s.	\$8.
Roast Beef—1/2s.	\$2.90; 1s.
\$4.25; 2s.	\$9; 6s.
\$34.75.	
Boiled Beef—1s.	\$4.25; 2s.
\$9; 6s.	\$34.75.
Jellied Veal—1/2s.	\$2.90; 1s.
\$4.25; 2s.	\$9.
Corned Beef Hash—1/2s.	\$2.
Beefsteak and Onions—1/2s.	\$2.90;
1s.	\$4.25; 2s.
\$9.	

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL BAKING POWDER

Pleases Customers

Millions of families
Use ROYAL
exclusively and
always find
it satisfactory



Pays Grocers

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

Made in Canada

Contains No Alum



GOLD DUST A STEADY SELLER



You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?



THE N. K. FAIRBANK COMPANY

LIMITED
MONTREAL



"Let the GOLD DUST TWINS do your work."

Freeman's Dry Air Refrigerator

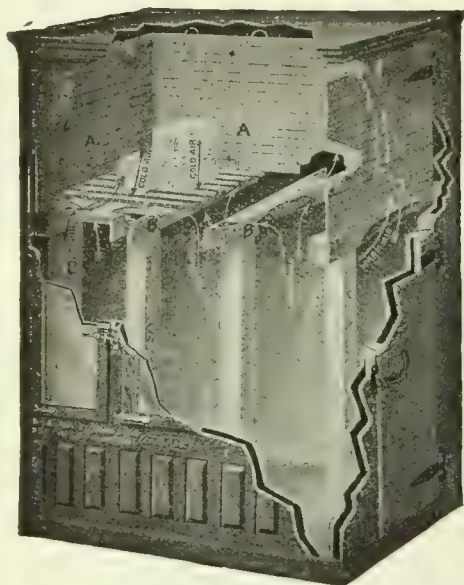
We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA



Price list and catalogue free and mailed to any address

CHEAPER BACON

Breakfast Bacon is high in price. So are Hams. Why not try some of the cheaper cuts of Bacon. Roll Bacon is 8 cents a pound cheaper than Breakfast Bacon. It is sugar cured, boneless, and in every way desirable. Try it.

F. W. FEARMAN CO.
LIMITED
HAMILTON

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, ½s, \$2; 1s, \$3.50; 2s, \$8.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, ¼s; ½s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, ½s, \$1.95.

Ham and Veal, ½s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, \$1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Veal.

Ox Tongues, tins, ½s, \$3.75; 1s, \$7; 1½s, \$12.50; 2s, \$16.

Ox Tongues, Glass, 1½s, \$13; 2s, \$15.

Minced meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.25; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.

Individuals, 95c.

Tomato Sauce, 1½s, \$1.85; Chili Sauce, 1½s, \$1.85; Plain Sauce, 1½s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

Spaghetti with Tomato and Cheese, ½s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE

Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs. 8 30

Neptune 9 30

San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 12 30

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 40

Ginger Ale, Trayders, cs., 6 doz. splits, doz. 1 30

Club Soda, Trayders, cs., 6 doz. splits, doz. 1 35

Club Soda, Trayders, cs., 6 doz. splits, doz. 1 25

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 54

Princess Blend, 50 and 30-lb. tins, lb. 0 50

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 40
Victoria, ch. 90 lbs., lb. 0 30

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 35

Victoria, 5, 10, 25, 50-lb. tins lb. 0 33

Princess, 1-lb. tin, lb. 0 23

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., ¼-lb. \$ 1 85

D. S. F., ½-lb. 3 50

D. S. F., 1-lb. 6 80

F. D., ¼-lb. 1 15

Per jar

Durham, 4-lb. jar, each. 1 30

Durham, 1-lb. jar, each. 0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen. \$ 3 60

Lemon, 2 dozen 1 80

Orange, 2 dozen 1 80

Raspberry, 2 dozen 1 80

Strawberry, 2 dozen 1 80

Chocolate, 2 dozen 1 80

Peach, 2 dozen 1 80

Cherry, 2 dozen 1 80

Vanilla, 2 dozen 1 80

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen. \$ 2 50

Chocolate, 2 dozen 2 50

Vanilla, 2 dozen 2 50

Strawberry, 2 dozen 2 50

Lemon, 2 dozen 2 50

Unflavored, 2 dozen. 2 50

Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

	5c Round litho. Per doz.	10c Oval litho. dredge Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c. pkgs., window front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c. pkgs., window front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c. pkgs., window front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

PEACHES

The good kind canning peaches coming now. There is not going to be too many; best get in early and get the *Best*. Prices will not be lower.

PLUMS

Short crop, buy when you can get supplies. Buy now, will not be cheap this season.

Let us have your orders for anything you require in Foreign or Domestic fruits. Will invoice at lowest possible price.

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

PEACHES

SEASON
NOW ON

WHITE & CO., LIMITED

Wholesale Distributors

TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
**NEW ALL-CANADIAN, ALL-WOODEN
WASHBOARD**

means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO



**Give
Little Miss Vi
a Welcome.**

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial

beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in the sweetest and cleanest factory in the world.

Write for trade terms and particulars to the
Watford Mfg. Co., Ltd., Delectaland, Watford, England.

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If any advertisement interests you, tear it out now and place with letters to be answered.

Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

DOUBLE-FRONTED GROCERY STORE (CORNER). House (6 rooms, fully modern). Post office, stock, buildings, poultry, etc. Suburban Calgary; established 6 years. Cash \$5,000, or \$5,500 terms (\$2,000 deposit). Box 255 Canadian Grocer, Toronto.

FINE CHANCE FOR A GOOD MAN TO BUY a good grocery and meat business; established 25 years; parties wish to retire. Apply Box 256, Canadian Grocer.

TO RENT

TO RENT—THE BEST GROCERY, FLOUR and feed store in district of Muskoka; on centre of main street in town of Bracebridge. Apply Henry J. Bird, Bracebridge.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in **CANADIAN GROCER** may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELOPES, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

FIXTURES FOR SALE

FOR SALE — NATIONAL CASH REGISTER with five drawers, electrically operated, up-to-date in every particular and in good order. Value \$800. Will sell for \$600. J. P. McLaughlin, Timmins, Ont.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.


TORONTO SALT WORKS

GEO. J. CLIFF

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

OAKLEY'S KNIFE POLISH

20102-21102



JOHN OAKLEY & SONS, LIMITED, LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

WASTE PAPER
E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

COCOANUT Standard Coconut Mills

E. B. Thompson, Sole Proprietor

HAMILTON

CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company

E. B. Thompson, Sole Proprietor

20 FRONT ST. EAST

TORONTO



**If It's Collections
You Need Us**

Getting the order is important, very important. But, getting the money for that order is still MORE important. If you get the order and don't get your money for that order—you'll be out—won't you?

Here is just where we can help you in your business. You get the order and if you don't get the money promptly, just send the account to us—we'll do the rest. Please remember:

NO COLLECTIONS—NO CHARGE.

Better write us for rates, etc., TO-DAY.

The Nagle Mercantile Agency
Westmount, (Montreal) - Que.

Readers of The Grocer, Let Us Know Your Wants

The Canadian Grocer is in a position to secure information on new lines in the grocery trade, and of novelties occasionally asked for in the grocery store.

Don't hesitate to write us. As a subscriber of The Canadian Grocer you are entitled to this service.

If any advertisement interests you, tear it out now and place with letters to be answered.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

KING GEORGE'S NAVY

**CHEWING
TOBACCO**

wins the confidence of the men

And the confidence of the men is by no means an unimportant factor in successful retailing.

You can get the men coming to your store by showing King George's Navy on your tobacco counter.

And one sale means a steady run of repeats.

Try King George's Navy.



Rock City Tobacco Co., Ltd.



THE Ingersoll TRIO



MADE IN CANADA

Ingersoll Agents:

The Ingersoll Packing Co., Ltd.,
38 Colborne St.,
Toronto, Ont.
The Ingersoll Packing Co., Ltd.,
628-630 St. Paul St.,
Montreal, P.Q.
J. A. Wilson,
London, Ont.
Cyrus King,
McNab St.,
Hamilton, Ont.
W. F. Elliot, Esq.,
Symes Telfer Bldg.,
Fort William, Ont.

J. H. Trowbridge,
256 Albert St., Ottawa, Ont.
Jas. Craig,
Ontario Chambers No. 3,
Kingston, Ont.
Messrs. R. F. Cream & Co.,
Quebec, P.Q.
N. G. Bray,
Sherbrooke, P.Q.
Mason & Hickey,
287 Stanley St.,
Winnipeg, Man.

Mason & Hickey,
Box 794,
Regina, Sask.
Mason & Hickey,
Box 149,
Saskatoon, Sask.
Mason & Hickey,
Box 1287,
Edmonton, Alta.
Mason & Hickey,
215 10th Ave. West,
Calgary, Alta.

MADE IN CANADA

"SPREADS LIKE BUTTER"

Mason & Hickey,
408 Bank of Ottawa Bldg.,
Vancouver, B.C.
Angevine & McLauchlan,
St. John, N.B.
J. V. O'Dea & Co.,
St. Johns, Nfld.
Angevine & McLauchlan,
Truro, N.S.

EVERY individual package of Ingersoll Cream Cheese products is now enclosed in a heavily paraffined carton conveying the cheese to the consumer not only in a splendidly appearing container but in a most sanitary manner. By never varying quality and constant publicity Ingersoll Cream Cheese has become a household word in Canada. The trade is, therefore, much safer in handling these best known brands of Ingersoll Cream Cheese products. To insure delivery of fresh stock we carry supplies at our local depots from coast to coast.

Manufactured and guaranteed by

The Ingersoll Packing Co., Limited

INGERSOLL, ONTARIO, CANADA

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 21st, 1917

No. 38

BOVRIL

The Great Body-BUILDER



**It takes a joint of Beef
to make a bottle of Bovril**

Bovril contains the goodness of the Beef.

The vital elements that give beef its special place and value as a food are concentrated and stored in Bovril.

In theory many non-meat foods have a high nourishing value, but they do not yield up nearly all their nourishment to the body. They are like German money, not worth its face value when you try to turn it into gold. But Bovril enables you to extract that nourishment which otherwise you would never get. In other words, it enormously increases the feeding value of other foods.

**Body-building powers of BOVRIL
proved equal to 10 to 20 times the
amount taken.**

In spite of the increase in the cost of beef (the raw material of Bovril) the price of Bovril has not been increased since the outbreak of the war.

S. H. B.

IT is more than ever important this year for you to obtain your supplies early.

OUR new advertising programme is already running, and throughout the Winter and Spring the economy secured by the use of Bovril and its great power as a body-builder will be explained to your customers in our newspaper work.

WE illustrate here one of the many powerful advertisements which will be widely used.

CONNECT your store with our advertising work by a display of our attractive cards. A parcel will be sent you freight paid on receipt of your request.

Bovril Limited

25-27 St. Peter Street
MONTREAL, QUE.

KING GEORGE'S NAVY

CHEWING
TOBACCO

—pleasing in every particular

"Chewers" generally are discriminating people.

They like a tobacco that retains its flavor and keeps moist and good down to the last "toothful."

Hence the big demand for *King George's Navy*, and the big profits that dealers everywhere are making through meeting this demand.

Are you one of them?



Rock City Tobacco Co., Ltd.

PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

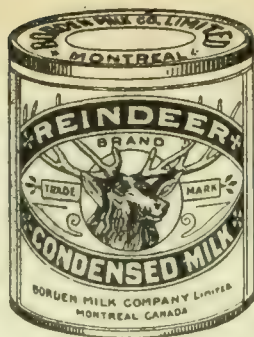
BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



Goods that people know
to be good are easy to sell



It's always a safe policy to stock lines that hold
the public confidence.

The confidence of three generations of moth-
ers and physicians has been given to the

Borden Milk Products

and to-day these dependable lines mean bigger
sales and customer good-will for every dealer
stocking them.

Show a window display of Borden Milk
Products to-day and cash in on the demand
that is ever growing stronger.

*Our consumer advertising is helping to still
further boost Borden popularity.*

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



Where Needed?

Are you selling **Sani-Flush** to all possible users in your field of sale? It is needed in every private residence which has plumbing equipment.

Sani-Flush



is a sanitary necessity wherever there is a toilet bowl. It saves the drudgery of cleaning the bowl and it makes it sanitary and odor-free.

Sani-Flush is needed also in office buildings, factories, hotels, hospitals, clubs and all buildings where there are toilets. Analyze your market and place **Sani-Flush** wherever it is needed.

HAROLD F. RITCHIE & CO., LTD.

10-12-14 McCaul Street, Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

*Their quality wins
unstinted approval*

The precautions taken in the selection and preparation of

INDIAN CHIEF BRAND CLAMS

is a certain guarantee of customer-satisfaction.

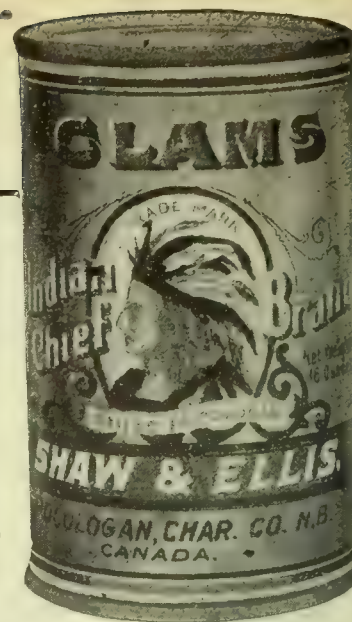
Because they are put up the same day they are taken from the clam beds their freshness and purity are absolutely assured. And the clams are sealed without solder or acid.

No long cooking required. Heating to a simmer is all that is necessary. Tell your customers about them.

Packed by

SHAW & ELLIS

POCOLOGAN, N.B.



MR. CLERK YOUR SPARE TIME

WHAT do you do with it? By that we mean, is it bringing you any returns in the ways that go to assure your future success?

How would you like to know of a plan that will bring you in as much (if not more of an income) than your regular occupation. Would you be interested?

We have a plan by which hundreds of clerks throughout Canada are greatly increasing their weekly incomes. This plan interferes in no way with their regular duties. It helps them to become of more value to their employers as well. Besides it supplies them with extra funds.

Write, and we'll give full particulars concerning it. This places you under no obligation, we'll be glad to tell you all about it. Drop us a line **To-Day**.

The MacLean Publishing Co.

Dept. C.G. 143-153 University Ave.

Toronto

Canada

CLARK'S SPAGHETTI

with Tomato Sauce and Cheese



NEW SEASON'S PACK

Highest Grade Spaghetti. Prime Canadian Cheese. Selected Fine, Firm, Red, Ripe Tomatoes with the correct seasoning. Prepared under the supervision of our highly competent chefs.

Clark's Spaghetti with Tomato Sauce and Cheese is a very nourishing and appetising dish and spells economy to the housewife.

Our advice to the trade is to buy NOW.

W. CLARK LTD.

MONTREAL

Clark's

Another "E.D.S." customer-pleaser

E. D. SMITH'S

Plum Jam

Round out your next jam order with a generous supply of this delicious "E.D.S." Product.

Every bit of this jam is pure and fresh —this year's pack. Its rich, tempting appearance will create continuous selling, putting bigger profits in your cash register.

Like the other "E.D.S." lines E. D. Smith's Plum Jam is

100% Pure

Send in your order to-day.

E. D. Smith & Son, Limited, Winona, Ontario

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

Advertised Goods Sell Easier

That is why you, Mr. Dealer, naturally prefer to sell widely advertised brands like McCormick's Jersey Cream Sodas.

Much less time is required to sell McCormick's because your customers readily recognize them as a standard brand of Sodas of known high quality.

Many of your customers will ask for McCormick's Jersey Cream Sodas. With them your sale is made before they enter the store. Others may not specify any Sodas, but when you hand them McCormick's they immediately recognize

them as a standard high quality brand because of our extensive advertising—and the sale is closed without time wasted in making recommendations, etc.

Our attractive, trade-winning advertisements are now appearing in the leading Canadian magazines and newspapers. The sole purpose of this advertising is to help you sell more Jersey Cream Sodas, so co-operate with us and get your full share of increased sales—and profits.

McCormick's

JERSEY CREAM Sodas

MANUFACTURED ONLY BY

THE MCCORMICK MANUFACTURING COMPANY, LIMITED

General Offices and Factory: London, Canada.

Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg,
Calgary, Port Arthur, St. John, N.B.

Makers also of McCormick's Fancy Biscuits.

If any advertisement interests you, tear it out now and place with letters to be answered.

Why You Should Use Anchor Caps

on all food products packed in glass.

ANCHOR CAPS are quickly and easily applied, and when once sealed properly will not come off during shipment.

ANCHOR CAPS are absolutely air-tight. They furnish the most positive means of eliminating mold and other contamination the packer can obtain.

ANCHOR CAPS because of their exclusive high-class appearance, appeal particularly to the thrifty housewife, thereby increasing your sales and securing you a reputation for purity and excellence.

An enquiry will bring you the fullest information.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

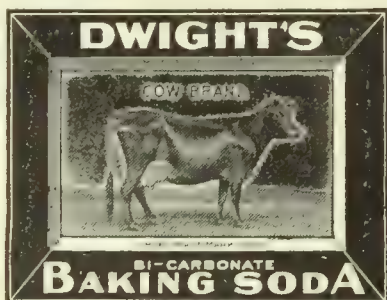
FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

Tell your jobber you want Cow Brand

Join the other quality grocers who are ringing up good big profits by handling this proven favorite.



Church and Dwight

LIMITED

Manufacturers
MONTREAL



Suggest Wonderful Soap to every customer

Particularly to the hard-to-please. If there's anything a woman resents it's being handed a poor soap, and conversely she appreciates a good one. You'll find Wonderful Soap always satisfies and "repeats" are certain.

Have you tried "Crystal Soap Chips?"

Guelph Soap Co.
Guelph, Ont.



The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say: "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home for years.

Windsor Table Salt
Made in Canada
 THE CANADIAN SALT CO. LIMITED

Please Your Customers and Make a Profit



Quick sales, worth-while profits and well-pleased customers come to the grocer who features Babbitt's Cleanser.

The two big selling points of Babbitt's are its proven quality and its large size package for the small price. It is a real 10-cent size tin of the best cleanser on the market, and it retails at 5 cents.

Don't hesitate to display and recommend Babbitt's Cleanser. Every sale is a repeat, and the profits are really good.

Premiums given for the Trade Marks.

Wm. H. Dunn Limited, Montreal
 General Representatives for Canada
DUNN-HORTOP, LIMITED. TORONTO,
 SPECIAL AGENTS

Niagara Grape Juice

RED and WHITE

Trade Prices

50c. Size Per Case (1 Doz. Qts.)	\$4.00
25c. " " " (2 Doz. Pts.)	4.50
10c. " " " (6 Doz. Ind.)	5.00

Mail us your order. Samples on request.

DROP SHIPMENTS

Orders for five case lots or more, any assortment will be shipped direct from Niagara Falls—freight prepaid to any point in the provinces of Ontario or Quebec.

NIAGARA FALLS WINE CO.

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

MANUFACTURERS AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES



WESTERN FACILITIES

We have first-class warehousing and trackage facilities in a central location.

Our storage space enables us to carry stocks to advantage, and to distribute them economically.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage

Distributing

Forwarding

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

This Space is Yours

For \$2.50

On Yearly Order

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES: Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Wire, telephone or write me if you are interested in buying or selling

APPLES BEANS
ONIONS POTATOES
HONEY DRIED OR
EVAPORATED APPLES

FRED J. WHITE

Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

Maclure & Langley, Limited

Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

**Loggie, Parsons
& Co.**

Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confectionery Specialties.

"We cover Canada 3 times a year."

Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO

Special Offerings in

Raisins Teas
Beans Split Peas

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

**OPEN FOR AGENCY FOR THE
CITY OF OTTAWA**

Satisfaction Guaranteed.

Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

Kindly
Mention
This Paper
When
Writing
Advertisers

A want ad. in this paper will
bring replies from all
parts of Canada.

ESTABLISHED 1849.

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager
Western Canada
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

QUEBEC

**ROSE & LAFLAMME
LIMITED**
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

*Complete Trade Connection.
Reference—Home Bank of Canada.*

JOHN E. TURTON
55 St. Frs. Xavier St. Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.
17 St. James Street
QUEBEC CITY
Specialty, Beans and Corn
Commission, Grain, Etc.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of
**All Kinds of Grains and
Seeds**
**Denault Grain and Provision Co.
LIMITED**
SHERBROOKE, P.Q.

Before placing your
account,
get in touch with

C. B. HART, Reg.

*Wholesale Grocery and Merchandise
Brokers*

489 St. Paul St. W. - Montreal

BEANS AND PEAS

We buy and sell. References Bank of Montreal.

**Universal Importing Co.
BROKERS**

St. Nicholas Bld. Montreal

Want Ads.

There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription business. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue
Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

TEAS

☞ We believe all grades will be much higher during next few months.

☞ We have been advising our customers for some time past to purchase, without delay, for their requirements for some time ahead.

☞ We have some fine Ceylon and Indians just arrived. Fine style and liquor.

KEARNEY BROS., LIMITED
TEA and COFFEE

33 St. Peter Street

Montreal

Bodley's Overseas Cake for the Lad at the Front

Here is something that will appeal strongly to the mothers, wives, sisters and friends of the boys overseas.

Bodley's Overseas Cake—put up in 1-lb. and 1½-lb. tins—makes a dandy little Christmas gift from the loved ones at home.

Show this line to your customers and suggest mailing in good time. Our publicity campaign will help your sales. And the profits are good.

Also Christmas Puddings in 1-lb. Tins.

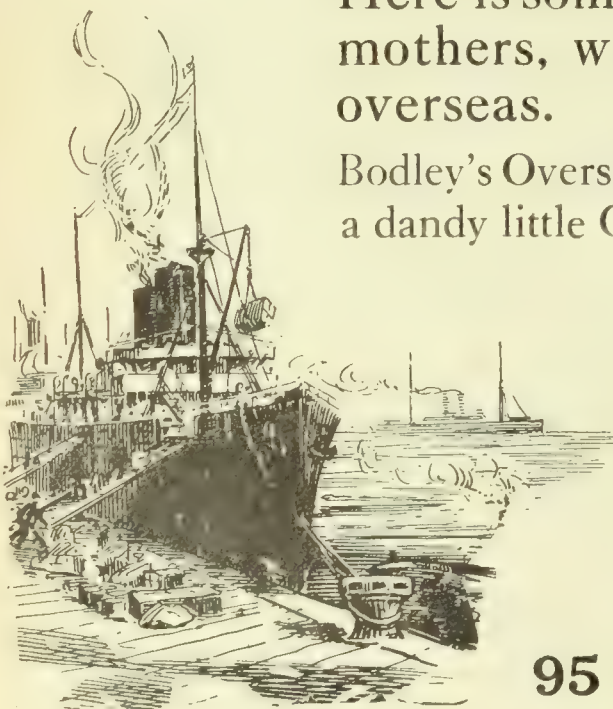
Get your stock now. Get ready for big demand.

C. J. Bodley

95 Ontario Street

-

Toronto



A delicious, easily prepared summer dessert for every customer



There's a purity and a delicate flavor about "Cox's" *Instant Powdered Gelatine* that makes it the favorite summer dessert in thousands of Canadian homes.

Make this summer an unusually profitable season by stocking Cox's Instant Gelatine. Every sale will leave you a neat profit and win you still more customer-confidence and appreciation. Order your supply now.

COX'S

British Made

G. Washington's Refined Coffee FOR THE SOLDIER

Recently a trained nurse who had been at the front in France for two years, said to us before returning, "That G. Washington's Refined Coffee was a blessing to the boys at the front who were fortunate enough to have it sent to them."

A \$1 can will provide delicious coffee three times a day for thirty days, to your relative or friend at the front, wherever either hot or cold water is available. It dissolves in either hot or cold water instantly.

Refreshing, invigorating, relieves fatigue, tired and tried nerves.

No Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

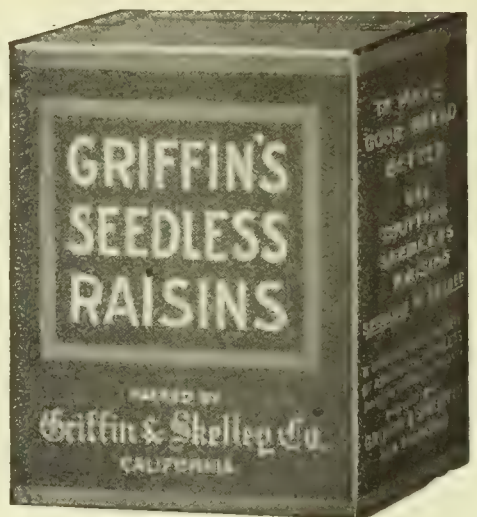
FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.

Freemans
FOOD PRODUCTS
Watford



Griffin's Seedless Raisins

To boast of Griffin's Seedless is a thing
that's really needless;

They are whole and clean and never
oversweet;

Are uniform in size and dainty otherwise;
And good enough for any king to eat.

*You should be represented on the Manufacturers'
Agents Page of Canadian Grocer.*

*It will pay you to investigate. Write for rates and
particulars to-day.*

Get a display of Royal Acadia working for you to-day



EVERY GRAIN
PURE CANE

You'll find that the demand is unusually good and very steady—the housewife knows Royal Acadia quality and keeps on coming in for more after a first supply.

You can recommend Royal Acadia to any and everybody—it's the highest grade of refined sugar made.

*In 2 and 5 lb. cartons; 10, 20 and 100
lb. bags; half-barrels and barrels.*

The Acadia Sugar
Refining Co., Limited
HALIFAX, CANADA

Here's What The Food Controller Says:

Your Protection



The Seal of Quality

"Pork and Beans were not considered at the time the order was promulgated."

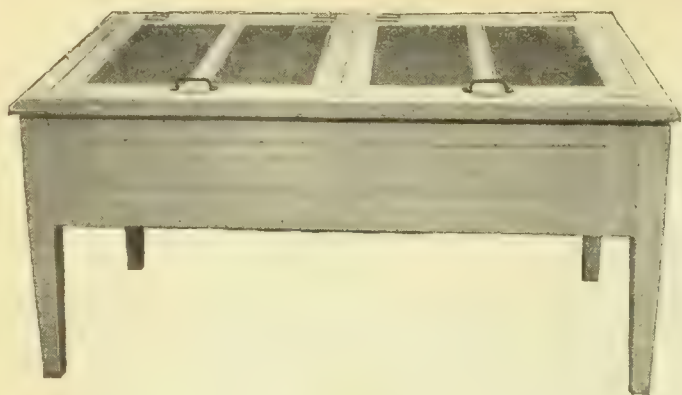
The consumption of Pork and Beans should be encouraged in every way, to conserve the beef for export.

Buy

Simcoe Brand Pork and Beans

Order To-Day.





Get a larger share of the fish demand

With everybody being encouraged to use more fish, the demand is increasing daily, and dealers' profits are being correspondingly increased.

One of our

Arctic Fish Display Cases

will help you to get more fish sales, because it will display your stock advantageously. The dimensions are 54x24, 15 ins. high, legs 18 ins. high.

Write for our descriptive folder.

We also furnish storage fish box, glass top.

JOHN HILLOCK & COMPANY
154 George Street Toronto

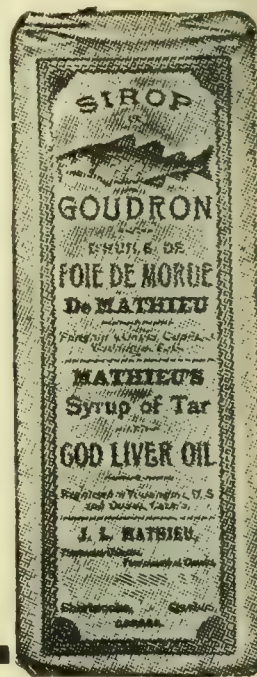
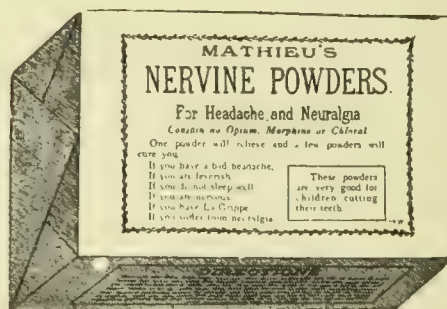
You will find these two well worth featuring

A little display of *MATHIEU'S NERVINE POWDERS* and *MATHIEU'S SYRUP OF TAR AND COD LIVER OIL* in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC



Where do your customers buy candy?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

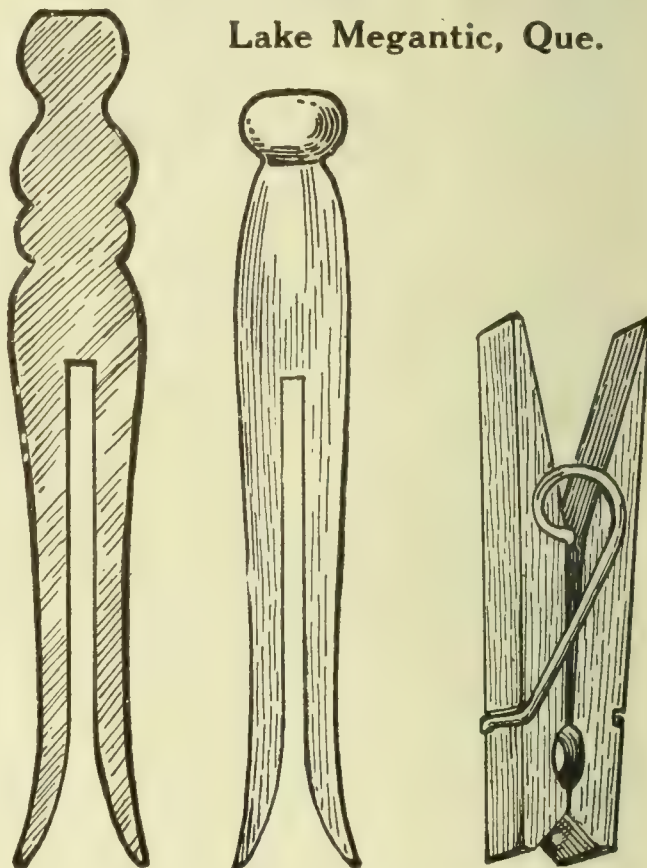
Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

MOIRS, LIMITED
HALIFAX, CANADA

The Megantic Broom Mfg., Co., Ltd.
Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.



Write to us when in need of Clothes Pins.

¶ The merchant who subscribes for Canadian Grocer—and pays the price—because he sees value in it—because it sets up standards of merchandising he is glad to follow, and fights for things in the best interests of the trade—because it stirs his enthusiasm for better things and keeps him in touch with grocery trade at large—we believe to be the man most responsive to your advertising.

¶ And such is the personnel of Canadian Grocer's subscribers. They are the men of vision and progressiveness that appreciate the manufacturers' selling hints as found in the advertising pages.

¶ And to such merchants we ask you to tell your story in the Fall and Winter Number of CANADIAN GROCER.

¶ You want the co-operation of these merchants in the aggressive selling of your goods for the coming Fall and Winter.

¶ The merchant plans ahead for Fall and Winter selling. Are you included in those plans?

**The Advertising Forms of the Fall and Winter Number close
October 23. Make Your Reservation Now.**

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full information on every article handled by the grocery trade. Hundreds of trade "Pointers" which are of practical value in buying, selling and caring for goods. An *encyclopedia of all foods* that you have ever seen or heard of. *Food dictionaries* in English, German, French, Italian and Swedish.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

WHAT JOBBERS SAY

"We find it one of the finest and most valuable books we have ever seen in a long time; every wholesaler as well as retailer should have one."
The John Bird Co.

"It is a very fine book and we have occasion to refer to it many times."
Kimball Bros. Co.

"I appreciate your splendid book a great deal. Its valuable information will help me in my business as a grocery salesman."
A. C. Robinson, with the Daniells Cornell Co.

"A most interesting book and we find a constant pleasure in referring to it."
Newport Paper & Grocery Co.

"The best thing we have seen for the education not only of the retail but also of the wholesale grocer."
E. T. Smith Co.

"A very attractive looking book and one which we should think every groceryman would be glad to own."
E. G. Whittelsey & Co., Inc.

GROCERS' OPINIONS

"I value your Encyclopedia very much and find it very instructive."
S. G. Hunt, Twin Mountain, N.H.

"I surely do appreciate your book."
M. N. Doubleday, North Dana, Mass.

"We think it a very valuable book—very instructive."
O. B. Parks, Westfield, Mass.

"We are more than pleased with the Encyclopedia and value it very much."
Wookey Bros., Waterbury, Conn.

"The very best book I have ever seen."
S. E. Campbell, Fairlee, Vt.

"I wish to thank you for bringing this book to my notice."
H. S. Young, Norwichtown, Conn.

"A fine instructive book."
O. A. Stevens, Ludlow, Me.

"One of the finest books I have ever seen."
L. N. Perreault, Attleboro, Mass.

PRICE \$10.50; DELIVERY PREPAID. Send your Order to

THE CANADIAN GROCER
TORONTO, CANADA



Indian Reasons For Its Popularity

Why do you think that so many people who once used a straight Ceylon tea are now such strong advocates for Red Rose Tea? It is because Red Rose Tea is so largely composed of Indian teas, which, as every experienced tea merchant knows, are unequalled for richness, vigor and strength. Those who use Red Rose Tea realize that they cannot get these distinctive Indian characteristics in a straight Ceylon.

Every user advertises OCEAN BLUE by recommendation, and every packet you sell advertises your store as the place "where you can buy"

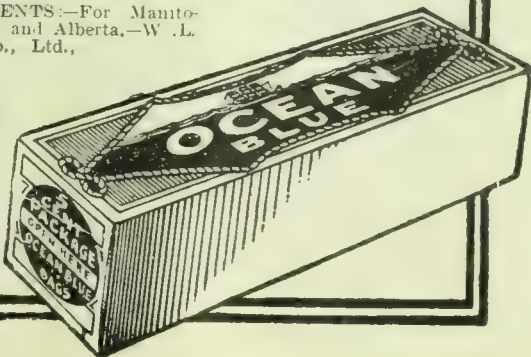
OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED

The Gray Bldg., 24-26 Wellington St. W., Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd., Winnipeg. Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, — Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Watch your stock of stoneware!

Ours is the most economical and sanitary stoneware on the market. You will sell some every day if you keep it in stock. The very thing for Fruit, Vegetables, Eggs, Lard, Milk, Butter, etc. Keeps the contents fresh and the ware is always easy to clean.

No orders too large or too small to receive our prompt attention. Order your stock now.

CHURN



OUR PRICES ON BUTTER CROCKS

Half gallon to 6 gallons, inclusive, 12 cents per gallon.
Eight, ten and twelve gallons, 15 cents per gallon.
Fifteen and twenty gallons, 18 cents per gallon.
Twenty-five and thirty, 20 cents per gallon.
Thirty-five, forty and fifty gallons, 24 cents per gallon.

BUTTER CROCK



The
Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

Imperial Measure
ug

Boost your Colman-Keen Sales with a handsome showcard like this

Keen - Colman Products are known everywhere and a little reminder such as this card provides is all that is necessary to keep your Keen-Colman stocks moving.

Bigger profits and more satisfied customers are assured you.

Send for the card to-day.



Every package reproduced in facsimile.

Magor, Son & Co., Limited

191 St Paul Street, W., Montreal

30 Church St., Toronto



Flash Tapioca

as a 2-for-25c seller is your opportunity to increase sales.

At 13c FLASH TAPIOCA sells 5 to 10 cents lower than other lines, yet there is none superior in quality. It is composed of nothing but the finest granulated tapioca.

Order to-day from your wholesaler.

PACKED IN CANADA BY

Walter Christmas Co., Limited
13 St. Peter Street Montreal

CANADIAN GROCER

Vol. XXXI.

TORONTO, SEPTEMBER 21, 1917

No. 38

Ottawa Pure Food Show Beats Record

A Grocer's Activity That Has Assumed Large Proportions—Educating the Public in the Products Handled by the Grocers—The Interesting History of the Undertaking, and Some Interesting Incidents of This Year's Show.

STARTING with seventy-six dollars to promote what has ultimately become one of the greatest, if not the biggest Pure Food Show to be conducted under one roof in America is an undertaking that would cause almost anyone to be skeptical and all but the most optimistic to remark "It cannot be done." Yet Ottawa retail grocers, through co-operation and team work, have accomplished such a work and forcibly demonstrated the fact at the Central Canada Exhibition at Ottawa, Sept. 8th to 17th, when the third annual Pure Food Show of the Ottawa Retail Grocers' Association was staged.

The 1917 Pure Food Show was a greater success from a grocery manufacturers', wholesalers' and retailers' point of view, and also from the public standpoint, than the big collective exhibit of pure food products and grocery store accessories of 1916. In face of war time

contingencies this year's display was a most remarkable tribute to the Canadian grocery trade, inasmuch as it did not only equal, but surpassed in volume, quality and general excellence the shows of other years.

One hundred exhibitors embracing a grocers' manufacturing territory from Chicago to New York, in the United States, and practically from coast to coast in the Dominion were in attendance. Also by a very conservative estimate of the Pure Food Show officials, between 125,000 and 150,000 viewed the exhibits and received an educational lesson that they never had before.

Ten thousand feet of floor space was utilized in Howick Hall to house the big display of grocery wares and pure food products. Likewise called into commission for the success of the show were thousands of electric light bulbs, variegated in color, creating upwards a mile

of "white way," more thousands of yards of bunting, scores of gallons of paint, and numerous corps of assistants and attendants whose aggregated number would total fifteen or twenty score. Everything from the gilt and white paint on the walls of the booths to the smallest package on display was working to capacity and transmitting in its own way its message to the tens of thousands who visited the show.

A Record Sale

One of the principal exhibitors, the writer was informed, sold four carloads of preserved fruit, asparagus, apricots and salmon, the whole being an order for about \$25,000. The price of the car of salmon was \$10,000, f.o.b., and of American destination. This price does not include freight or duty charges. The sale took place during exhibition week. This sale gives some idea of how the Pure



GENERAL VIEW OF CENTRAL CANADA EXHIBITION AT OTTAWA
where the Ottawa Pure Food Show is held. In the photo are shown the Main Building, Machinery Building, and Art and Needlework Building.

Food Show helps in the distribution of goods. Many of the exhibits were purchased outright by grocers and \$1,000 sales were common. Some exhibits had between three and four thousand pieces of their product on display.

High Quality Lines Were in Heavy Demand

Some idea of the amount of value of the grocery store products on display may be gained by remembering that a blanket fire insurance policy for \$10,000 was carried for the week by the Ottawa Retail Grocers' Association alone. This amount is aside from other insurance of an individual nature that the various exhibitors may have cared to carry on their exhibits. The ten thousand dollar policy did not by any means represent the valuation of the goods on exhibition. From a grocery trade angle the show was about all that could be desired, both from a commercial and advertising standpoint, and also in cementing a better friendship between the grocers and their customers.

Every exhibitor spoken to by the representative of the CANADIAN GROCER, was most outspoken in his praise and appreciation for the excellence of the show. Many of the exhibitors reported that their orders and receipts for the week doubled those of last year. "It is the greatest show of its kind I ever attended. I have been here three years, and I'm coming back again," was the remark of one of the biggest exhibitors. "You bet, that's right. It's the greatest show we were ever at," was the popular comment.

As no misconception may go abroad, it is advisable to relate a few of the incidents that occurred between the time in 1908, when "seventy-six" dollars represented the financial propelling power of a Pure Food Show at Ottawa, and today when its exhibits are reckoned and insured for thousands of dollars; and the show itself through the energies of the Ottawa Retail Grocers' Association has become a fundamental factor in the success of the Central Canada Exhibition.

How the Pure Food Show Was Born

Back in the year 1908, a few of the Ottawa grocers decided to stage a Pure Food Show. Such a show was not the first of its kind to be held in Canada, as private interests in Montreal and Toronto had previously induced the grocery manufacturers to buy space at such exhibitions at which in nearly all instances a fee of admission was charged. The attendance at such shows was not always guaranteed or the results satisfactory to the exhibitors. The sale of floor space usually compensated the promoters and the remainder of the revenue coming from various sources was "profit." A tendency of dissatisfaction developed on the part of the manufacturer and the public. To overcome such conditions, the idea presented itself in the minds of Ottawa grocers to put on a pure food show at which three important factors were looked upon as vital for its success. The factors used then are the same as are used to-day. They are as follows:

(1) Guaranteed attendance—i.e. Exhibition crowds.

(2) No fee of admission charged. An inducement for the public to attend the show.

(3) The wholehearted co-operation of the retail grocer trade.

Mr. A. G. Johnson, one of the directors of the 1917 show, together with Mr. Duncan Bell, and the late William York, were the principal promoters of the first Pure Food Show. This show was held in the hardware annex of Howick Hall. There were thirty-four exhibitors representing European and Canadian lines. There were no American exhibitors. The total receipts amounted to about \$900. The booths were paid for on the system of fifty per cent. in advance and the remainder during the exhibition. "We had seventy-six dollars as original capital to finance a two thousand dollar proposition. I remember it very well," recalled Mr. A. G. Johnson.

In view of the amount of work required and the doubtful success of such ventures a Pure Food Show was not held again until 1915. Late in 1914, Mr. Alexander Phillips, then president of the Ottawa Retail Grocers' Association revived the Pure Food Show idea, which was endorsed by the association, and a Pure Food Show was launched as an association undertaking. The first show under association auspices resulted in fifty booths being utilized and the proceeds were around \$2,000. Exhibitors spaces in 1915 rented at from \$50 to \$100 according to location. In 1916, the Retail Grocers' Association took over from the Central Canada Exhibition Association all of the ground floor space in the main structure of Howick Hall. Last year and this year the rentals were reduced to from \$30 to \$75. This year it required about \$3,000 to finance the show. A uniform color scheme of blue, gold and white is carried out throughout the show. An orchestra is in attendance afternoon and evening. This year the Retail Grocers' Association added a new attraction for the opening day in the form of a Baby Show, there being four classes and four prizes to each class. On opening day there were two hundred and ten babies in competition. The Exhibition Association thought so much of the idea that it decided to have the show continued every day in the week and offered additional prizes. The prizes in the baby contest were as follows: First prize, fifteen dollars' worth of sterling silver. Second prize, one hundred pounds of sugar. Third prize, \$10 go-cart. Fourth prize, two boxes of Baby's Own soap. During the week over four hundred babies were entered in the contest.

The Exhibitors

Among the exhibitors at the 1917 Pure Food Show were: Sir Thomas Lipton's teas and coffee; J. S. Fry & Sons, Bovril, Limited; W. D. McLaren, Montreal; Anglo-Saxon tea, Ottawa; Libby, McNeill & Libby, Chatham and Chicago; H. J. Heinz, A. B. C. Chewing Gum, Western Canada Flour Mills, Imperial Extract Co., Swift-Canadian Co., St. Lawrence Sugar Refineries, Egg-O Bak-

ing Powder Co., Hamilton; Glassco, Limited, Oakville, Ont.; Slinn-Shouldis, Limited, Ottawa; Wagstaffe Preserving Co., Hamilton; George Washington Coffee Co., New York; H. D. Marshall, Broker, Ottawa; Ottawa Dairy, Lake of the Woods Milling Co., Montreal Biscuit Co., Granger' Coffee Specialty Co., Buffalo; Christie Brown & Co., Toronto; George Cameron, shop fixtures, Ottawa; Telfer Bros., Toronto; C. H. Cochrane Co., Ottawa; Provost & Allard, Ottawa; H. N. Bate & Son, Ottawa; S. J. Major, Limited, Ottawa; E. M. Lerner & Sons, Ottawa; Gorman, Eckert Co., London; Sultana, Limited, Montreal; Bowron Bros., Hamilton; Stuart's Limited, Sarnia; E. D. Smith & Sons, Winona, Ont.; Matthews-Blackwell, Ltd., Borden Condensed Milk Co., Montreal; Robin Hood Mills, Montreal; William Clark & Co., Montreal; Forbes & Nadeau, Montreal; Gunn's Limited, McLaren's Imperial Cheese Co., Toronto; Toro Tablet Co., B. & L. Manufacturing Co., Sherbrooke, Que.; Ardis Candy Co., Bee Starch Co., Montreal; Dustbane Limited, Ottawa; Harris Abattoir Co., Toronto; Lea Bros., Simcoe; Dominion Fruit Exchange, E. B. Eddy, Hull; Catelli's Products, Montreal; Lantic Sugar, Montreal; T. A. Lytle Co., Toronto; John B. Paine Co., Toronto; Maples Limited, Toronto; Bassman's Candy, Montreal; Sheriff's Products and others. Several of the above mentioned exhibitors occupied from one to five booths with their exhibits.

At the conclusion of the show on Saturday, the exhibitors expressed the highest of appreciation for their treatment at the hands of the Ottawa Retail Grocers' Association, and predicted that with the continued popularity of the pure food exhibits that increased accommodation would have to be provided for next year. In many instances record sales were reported, and generally the exhibitors' business increased materially over last year, and in many instances it more than doubled. Mr. A. E. Sterling of Lytle's Ltd., who has been attending the Ottawa Pure Food Show for three years, classed this year's show as far superior to the 1915 and 1916 exhibitions. One of the striking instances that Mr. Sterling found was that the public was rapidly developing a taste for the higher class and higher priced goods. Mr. Charles Joyce and Mr. Fisher of Libby, McNeill & Libby, and Mr. Jackson representing Heinz "57" varieties, also concurred with such a view, and pointed to their record-breaking sales week as the best evidence of it. "It is not so much a question of selling the goods as supplying the demand for them," stated Mr. Fisher to the CANADIAN GROCER.

Another outstanding feature of the 1917 show was the decidedly attractive and tasteful arrangement of the exhibits on display. To single any one or half dozen of them out as worthy in this respect for special mention would be an injustice to the other exhibitors and even if undertaken, would require a committee of experts to discriminate and make awards.

(Continued on page 24)

Make the Most of the Canning Season

Balance of Season Will be Short—Provide Early and Good Supply—Urge the Wisdom of Canning, and of Doing It Now.

DURING the next two or three weeks the canning season for peaches, pears, grapes and the later varieties of plums will be in full swing.

There is only a moderate crop of these fruits, and as every grocer knows to his cost, it is the housekeeper's custom to put off the canning of her fruit till the last possible moment. Well, this year especially that is going to be dangerous practice. The crop is light, and late in development, it is getting on to the season of frosts, and a good hard frost might at almost any moment cut the crop to nothing.

The Government, through its several agencies, has been agitating for the conservation of these goods. In England where sugar is rapidly becoming one of the real luxuries, they are licensing extra purchases of sugar, so that the owners of fruit may preserve it and prevent waste. This is considered a patriotic duty.

In Canada, sad to say, many housewives and many grocers too, have been adopting the idea, that because the products necessary for canning were high in price, it was better to let it go and depend on the established canneries to provide the winter supply of canned fruits. Already we know that the actual pack of early fruits is away below the actual demand, and there is no reason to believe that the later fruits will be any more plentiful. The canneries will certainly not, even at the best, be able to look after a normal demand. If the housewives who have been accustomed to can their own fruits decide not to do so, that will throw an extra burden of demand



Displays such as this, tastefully arranged in front of a store, are one of the most effective ways of cultivating the canning demand.

upon this supply. The result will certainly be increased prices.

Undoubtedly the housewife would feel that somebody was trying to make an undue profit out of her purchases if this is the case. That is not the case, however, it is merely the direct and infallible result of an exceptional demand on a low supply. The people who can bid the highest for the goods will get them.

Grocer Should Encourage Trade

The remedy, of course, is, at this time, while it is still possible, to see that the pack of these of all fruits is as full as possible, and to ensure this both the grocer and the housewife must do their part. The housewife by determining to can her winter supply of fruit as usual, and the grocer by fostering this idea and making it as easy as possible.

If the grocer provides the supply of attractive fruits, and urges the advisability of canning a good supply promptly and points out that high as the price of sugar and fruit and other incidentals are, that they are no higher relatively for the housewife than they are for the canner, there should be a good demand.

It will need some encouragement from the grocer, and it is in the grocer's interest to provide this encouragement. There is a fair profit to be made in all these lines, and they are sales that he must make now or lose entirely.

The fruit is to be had. When it comes, it comes with a rush, and must have some exceptional demand like the housekeeper's demand for canning, or a good part of it will waste. To provide against this, the grocer would be well advised to

arrange for a good supply of these fruits to be delivered regularly.

Some of the Finest Canning Varieties to Arrive

In peaches the finest canning varieties are about to arrive, the St. John, Crawford's and Elbertas and Smock. In pears, the Clapp, Sheldon, Bartlett, Duchess, Sickle, and for some purposes the winter pear, the Keiffer. In plums, the Reine Claude and the German prune are the very best canning varieties of their class, and in grapes the Concord is the great preserving and wine grape. These things the grocer should know, and this information he should pass on to his customers. He should see to it that these facts are advertised in his local paper. He should arrange where possible for special sales of all the canning lines. Should feature sugar and glass jars in his window, and, best of all, should attract attention by a good display of fruit itself.

Now is the time to start. Arrange to take orders, and arrange to have them delivered at the earliest possible moment. Keep the canning idea to the fore. Put some line of fruit among the specials to be featured in each day's sales, and see to it that this department of the business does not fall below that of former years.



PIONEER MERCHANT DEAD

Jos. McTaggart, pioneer merchant of Vancouver, B.C., is dead. Deceased had been in the grocery business for twenty-eight years, under the firm name of J. McTaggart & Sons.

PLUMS AND PEACHES

Should be in fairly plentifully next week. Prices will be fairly reasonable, but not cheap like last year. The cold weather has been much against anything cheap in the fruit line. However we hope to have some offerings worth while in a short time.

H. MALCOLMSON

How a Chatham, Ontario grocer paves the way for a good demand for fruit.

Packing House Investigation

Maze of Figures Show Extent of Business Done—Reason of Variation in English and Canadian Bacon Prices Suggested—Mr. Fox Justifies Writing off of Huge Sums—No Attempt to Evade War Profits Tax.

THE first days of the sitting of the Government Commission for the investigation of the report of Commissioner O'Connor relative to the price of bacon and ham resulted in a maze of figures that did not make the matter more clear to the general public. Some of the figures brought out, however, are of an interesting nature. On an authorized capitalization of \$2,000,000 the William Davies Company showed net profits in 1917 of \$1,342,087, and paid in dividends \$250,000, thus leaving a substantial profit to be otherwise accounted for. Prior to the war in 1913 the surplus without deductions in 1913 amounted to \$340,905, as against \$1,723,600 in 1917, which gives some idea of the enormously increased and profitably increased business during the progress of the war. Mr. Fox, general manager of the William Davies Company, in his testimony, suggested that the general reason for this increase in business was that there had fallen to the share of Canada a greatly increased business owing to the curtailment of supplies formerly sent to England by Russia, Sweden, Denmark, and Holland.

Variation in English and Canadian Bacon Price Explained

During the course of the first day's investigation the question as to the reason that bacon could be sold more cheaply in England and the United States was put to Mr. Fox. At first Mr. Fox refused to give any opinion, but later he stated that the two prices were not comparable, as the goods and the circumstances varied immeasurably. The actual products were cured differently for the different countries, while the costs of distribution were materially less. To emphasize this point Mr. Fox stated that the William Davies Company would cater to British trade any time as far as profits were concerned. As to the reason why bacon was quoted cheaper in Buffalo and Detroit than in Canada, Mr. Fox urged that the price of live stock would have to be compared. It costs the Ontario farmer more to produce hogs than the farmers of Northern New York, because the former feeds grain and the latter corn. Canadian products, he stated, always bring better prices than the American products because of their intrinsic worth. American hogs processed by the William Davies Company were sold cheaper than the Canadian for the same reason.

Some Figures Relative to the Davies Company

Following this there was a long digression into figures. At the request of Mr. Bain, the investigator for the Government, the assets of the Davies Company for some years past were given as

follows:—1913, \$4,690,478.65; 1914, \$5,754,812.71; 1915, \$6,466,533.72; 1916, \$9,582,173.28; 1917, \$13,384,948.27.

Liabilities less capital and surplus were as follows:—1913, \$2,182,359; 1914, \$3,010,007; 1915, \$2,933,151; 1916, \$4,820,717; 1917, \$7,330,357.

The surpluses, including capital, rest fund, insurance, reserve, dividends, profit and loss, were: 1913, \$2,012,882; 1914, \$2,060,426; 1915, \$2,601,434; 1916, \$3,921,665; 1917, \$5,008,101.

Profits, as shown by the company's own statements were, without deduction: 1913, \$340,905.85; 1914, \$373,350.42; 1915, \$906,428; 1916, \$1,757,180; 1917, \$1,723,600. Mr. Fox took exception to the returns for 1917.

Total deductions amounted to in 1913, \$179,000, leaving a balance of \$166,826; 1914, \$218,745, leaving a balance of \$154,605; 1915, \$325,678, leaving a balance of \$580,750; 1916, \$217,707, leaving a balance of \$1,539,473; 1917, \$343,696, leaving a balance of \$1,379,904. This was called net profit, with the exception of the war tax for 1915, 1916 and 1917.

Enormous Deductions Considered

In the course of the first afternoon's deliberations the amount of profits written off and not charged to cost came in for a good deal of discussion. These amounts were: 1913, \$11,716.38; 1914, \$15,156.94; 1915, \$107,566.43; 1916, \$100,000; and 1917, \$447,591, making a total of \$680,000.

In response to an inquiry regarding these large amounts, Mr. Fox emphatically denied that these amounts written off were in any way intended to evade the war profit tax. He maintained that the amounts written off were quite justifiable, and that the finance department had been made conversant with these deductions, and it rested with that department as to whether or not these deductions were considered justifiable. Mr. Fox pointed out that these deductions were mainly to cover the cost of new buildings and plant that could not well be taken into capital, and noted the instance of a Chicago firm who had been slaughtering hogs for the Davies Company, and for whom they had been compelled to provide new machinery so that the product might come within the standards of British Government purchases. This charge, he urged, could not be taken into capital, because at the end of their contract it ceased to be their property. It was, therefore, written off. Mr. Waldron was not satisfied with the explanation, and was anxious to know why the bulk of this large amount should have been deducted in 1916 and 1917, about \$100,000 being noted in 1916 and \$447,000 in 1917. Mr. Fox's explanation was that prior to that date little building had

been done and, therefore, deductions from profits had not been necessary. Further than that, Mr. Fox reiterated that the matter was open to the Finance Department's action, as they had been advised of it.

Where the Davies Company and Harris Abattoir Differ

The relation of the William Davies Company and the Harris Abattoir next came up for discussion. It was pointed out that 40 per cent. of the Harris Abattoir stock was owned by the William Davies Company, while the Harris Abattoir, on the other hand, owned 500 shares of the Wm. Davies Company stock. Despite this anomaly, Mr. Fox assured the Commission that the Harris Abattoir was their keenest competitor. There was no business connection between the two firms, and nothing in the nature of an interlocking directorate. The policies of the two firms were in no way associated.

In response to a request of the examining Commissioners, the profits of the Harris Abattoir Company were given as follows:—1913, \$274,406; 1914, \$212,515; 1915, \$151,000; 1916, \$408,482.

At the time of going to press the investigation was still in progress, but it is understood that it will be adjourned Wednesday evening for two weeks to permit the completion of the accountant's investigation of the Davies Company's books.

OTTAWA PURE FOOD SHOW

(Continued from page 22.)

The successful conducting of a Pure Food Show is not by any means as simple a matter as would at first appear, and a great deal of work covering a period of from Dec. 1, the preceding year, up to the time the show is started is necessary. At least this is the principle that the Ottawa Retail Grocers work on, and the results seem to justify their judgment. A great deal of credit for the success of this year's show is due the following officers of the Ottawa Retail Grocers' Association: President, Thomas Powman; directors, A. S. Moreland, A. G. Johnson, R. C. Cummings and George Stote, and last, but not least, Mr. Frank Burgess, who has been secretary-treasurer of the association for two years, and whose individual efforts has been largely responsible for the two most successful shows in the history of the Association.

Mr. J. G. Harty, Canadian manager for Thomas J. Lipton, visited the Montreal Agents, Rose & Laflamme Ltd., this week in the interests of Lipton's teas, coffee, and cocoa.

Western Millers Set Flour Prices

Figure Rate of Profit at 25 Cents a Barrel and Feed at Fifty Cents a Ton—This Action Discounted in Eastern Ontario Points by Recent Declines.

REPRESENTATIVES of the big milling companies assembled in Winnipeg, have agreed on a price for flour in accordance with the principle laid down in the United States of a profit of 25c a barrel on flour and 50c per ton on feeds. Their action is due to the fact that, as Canadian and American wheat prices are practically on a par, the flour prices also should be as nearly on a par as possible. With this idea in view they have set a standard of price for different sections of the West, as follows:

The cash price, in car lots, for Royal Household, Five Roses and Purity, basis per barrel of 196 pounds in 98-pound sacks, is as follows, according to territory:

Ontario, west of and including Fort William and Port Arthur, The Pas, Manitoba, east of and including Portage La Prairie, \$11.

Manitoba, west of Portage La Prairie, \$10.90.

Saskatchewan, Alberta and British Columbia, east of and including Golden, Cranbrook, also Kootenay Central Railway, \$10.80.

Revelstoke, Nelson and common places, \$10.90.

British Columbia coast, Okanagan Valley, Kettle Valley, Grand Forks, Mid-

way, Phoenix, and Greenwood, \$11.

Vancouver Island, \$11.05.

In setting these prices certain changes in the matter of delivery have been considered, and the prices arrived at accordingly.

Eastern Prices Already in Line With These Figures

These prices, of course, do not obtain east of Port Arthur. As a matter of fact, in the eastern sections of the country there have been several declines of recent date that has made this setting of a price unnecessary. When the freight rate from Port Arthur, and the incidental handling charges are considered, it will be seen that the \$11.50 figure at present quoted in Ontario is practically figured on the same basis as these Western prices. Mr. Anderson, manager of the Toronto branch of the Lake of the Woods Milling Company, when questioned by the CANADIAN GROCER, stated that he did not expect that this action would have any effect on Eastern prices, from the fact that they were already well in line with the suggested figures. There was no likelihood of any change unless the Food Controller took a hand in the matter, and with prices at their present level, there was no great likelihood of that. Whether there would be any de-

finite action tending toward a setting of a price on flour in the East was a matter on which none of the milling authorities were willing to commit themselves. They were all content to point out that already Eastern prices were on a level at which any setting of price would naturally put them.



CANNED GOODS EMBARGO WILL PROBABLY BE LIFTED IN WEST

Mr. Hanna Promises to Lift Embargo in Prairie Provinces

During a visit to Regina, Hon. W. J. Hanna is reported to have made the statement that he would on his return immediately give his attention toward having the embargo on canned vegetables removed from the prairie Provinces. The CANADIAN GROCER has endeavoured to get a confirmation of this statement from the Food Controller's office. But no reply to enquiries has been forthcoming.

Mr. Hanna, who is in the West with some of the directors of the Imperial Oil Company states according to the report that during his stay in that section it had been brought to his attention that, the supply of fresh vegetables throughout the West was very limited, and that the embargo consequently had a tendency to work an actual hardship. Consequently he had made up his mind to urge the abandonment of the embargo as far as its operation in the prairie provinces was concerned. Moreover according to the report he promised to take action on the matter in the very near future.



An attractive suggestion for a Fall window trim.

Oysters Scarce, But Should be Profitable

Reasons For This Year's Scarcity and High Prices—The Necessity For the Merchant Getting Higher Prices—Raising the Price Better Than Lowering Quality—Some Abuses That Have Militated Against the Business in the Past.

WITH the month of September the oyster months of the year have arrived. Of late years oyster farming has taken on many of the characteristics of land farming. The beds are sown in somewhat the same way that the farmer sows his land, and the product is reckoned in acres. Unlike the farmer, however, the oyster man has a long time to wait for his harvest. It is four years from the sowing of the beds before the oyster is commercially valuable. The first year there is little development, the second a little meat develops. The third year the oyster devotes itself almost entirely to the making of its shell, and provides commodious quarters for the coming year. Oysters that are gathered at this time will be very small, running perhaps 500 to the gallon. These cannot be handled to advantage, because they have to sell at a lower figure, and the cost of opening them is higher than in the fully developed oyster. The fourth year is the year when the oyster is at its best. It has filled out the shell and a bushel of shells will probably produce three pints of oysters. This is the oyster at its best, and at its most profitable stage.

Oysters Will be Scarce

This year we are face to face with a comparative scarcity of oysters, that amounts to a real scarcity, as there is no overplus of stock from last year to fall back upon. The reason for this is that from some cause or another the oyster beds were not fully fertilized, and therefore there is likely to be only about a 60 per cent. production.

This, in conjunction with the ever increasing cost charges is producing a difficult situation. There are a number of reasons for these increased costs, mostly, of course, the result of labor conditions, which are unusually acute in the oyster sections, for these sections as well as being the home of the oyster, are also the home of the munition maker, and the worker not unnaturally argues, "why should I work at opening oysters at \$2.50 a day, when I can trundle a wheelbarrow of shells and earn nearly three times the amount." Labor values have been wholly disorganized and all the oyster men can do is to meet these prices or close their packing houses. This is only one of the items that have increased out of all reason, and as a result it is possible even at this early date to be sure that conditions will necessitate abnormally high prices. It is to be remembered though that these are only relatively high prices, that compared with other food products of equal value, oysters provide a very cheap and nutritive food.

Oysters are now beginning to arrive on the market in fair quantities, but it is to be remembered that while the oyster season has opened, oysters, like everything else tend to improve as the season goes on. The first arrivals on the market, while wholesome in every way, have not the quality that they will have a few weeks later. Probably about two weeks from now there will be plenty of oysters to meet all demands and about that time they will be at their best, will be full sized, and fine flavored, and it is then that the merchant will do well to feature this trade.

Taking the Place of Less Perishable Food

With the present tendency to conserve supplies of meat, which must, if the war continues, be a growing tendency, these foods must begin to assume a larger place than has been the case in the past. Fish is every day forging ahead in its bid for public favor, and the merchant who is wise will add the oyster to the list. For one thing, with a little care the oyster can be made one of the most satisfactory lines that the grocer handles. Without that care, or without a scrupulous honesty in handling, the merchant is better without this trade.

Why Oyster Handling Has Not Always Been Profitable

In the past many merchants have started handling oysters and have been surprised that they have not had better results with this business. There is in most cases a good and sufficient reason for this. There has been one abuse that has grown up in connection with oyster sales that has been the strongest argument against a satisfactory business in this line. This has been the all too prevalent habit of watering the oysters.

Unquestionably this is not the most honest of practices, yet many merchants have done it, without considering that it in any way reflected on their business honesty. Merchants who would not consider any deviation from the strictest principles of honest marketing, have looked upon it as a quite legitimate practice. They have salved their consciences by selling the watered product for less. It was not a means of getting an inordinate profit, but rather of permitting a lower price. Whatever the reason, any adulteration of a product, and this is an adulteration, is not a strictly honest practice, moreover, it is not good business, and it is probably the chief reason why merchants who have indulged in this practice have not found the handling of oysters profitable.

Ruining the Flavor and the Keeping Qualities

Water ruins the flavor of the oyster, and in so doing naturally militates

against the popularity of the oyster. It also has a detrimental effect on their keeping qualities. Other merchants have adopted the custom of putting a block of ice in the container with the oyster. Their idea was, of course, to keep them fresher, but this also results in watering the stock and in spoiling the flavor. This point has been dwelt on at some length, because it is a temptation that is going to face the merchant who intends handling oysters, more than ever this year. Oysters, for the reasons noted above, are going to be dear, very dear. It is a fairly reasonable guess that the prices for oysters throughout the whole season will be somewhere about these figures, \$2.85 for the five gallon tins, \$2.90 per two gallon, and \$3 a gallon. This will mean a retail price of from \$1 to \$1.25 a quart. Now that is unquestionably a high price, and the merchant is going to have quite a problem on his hands to make the public realize the necessity of this price. The unwise merchant will probably as usual water the stock with the idea of being able to get a little the edge on the other fellow by being able to sell a few cents cheaper. The wise merchant will not tamper with the goods as he receives them and will trust to the quality of the goods, and the discretion of his customers to bring him the business.

Where Honest Marketing Paid

There is a case where this was proved to be effective noted in the City of Toronto. One merchant who was handling quite a supply of oysters, decided that it was good business to give his customers the best goods he could. So he called in a man who was an expert in oyster handling and asked him how they could be best handled. This expert pointed out the folly of thinning them with water, and showed the merchant how the container should be packed in ice, like an ice cream freezer, though, of course without the salt. Down the streets a few doors away was another merchant who argued as so many merchants are inclined to do, that his customers would not pay the price, so he watered his stock, and supplied them goods at a price that he believed they would pay. By degrees his business began to fade away. Customers did not know the reason, but their senses told them that the oysters in the other store, for which they paid 10 cents a quart more, were actually better value for the money, and certainly seemed to be of a better quality. The result was that the one merchant doubled his trade, and the other lost the trade he had. Yet originally the oysters were of identically the same quality.

(Continued on page 43.)

Growing Business Accounting System

Specially Ruled Books For Bookkeeping—Time to Stop Skating on Thin Ice

By Henry Johnson, Jr.

CANADIAN GROCER,
Toronto, Ontario.

From Ontario I get the following:

Gentlemen,—I am writing you for some advice, for when a man's business increases he must change his methods. Five years ago we sold \$32,000, and have shown a steady increase every year. Last year it was \$64,000, and this year it should be \$75,000.

We employ three men and one girl clerk, but what I want is advice as to keeping my books. I use an account register, from which I take off the total once a month to see the total outstanding. My invoices are checked and each week's bills are put in a drawer and paid at the first of each week and then filed away.

I pay my clerks Saturday night from drawer, keep no account of it; pay insurance, etc., but keep no account of same other than I pay everything by cheque excepting my clerks and express.

I kept account one year of everything, to get a line on my running expenses, but find myself so busy that it is impossible for me to find time to use a cash book and ledger.

Invoice once a year and find out what I make, which has always been very satisfactory, but I feel as if my business is growing to such an extent that I should have a better line on it, and was wondering if I should have a bookkeeper and what should be her duties. At present each clerk uses the register, but I do not see how we could have a bookkeeper use it and make any time, especially Saturdays when I have a force of nine or ten clerks.

I keep an account of each day's sales and subtract the amount paid on account from total taken in, which gives me my cash sales.

If you can give me any ideas I would appreciate it, as I have found a great many helpful suggestions in your paper.

S—&—D—.

You Cannot Keep Your Own Books

Long before I was doing \$60,000 a year I had a complete bookkeeping system and bookkeeper; and it's a cinch that you cannot occupy your time doing the routine work of a bookkeeper and handle your other much more important duties. And yet, so vital is proper accounting in any business that you should instal a proper system even if you had to do all the work yourself, for your entire business perhaps—certainly the work of many years—hangs in the balance.

My own system, which I have not seen equalled for sufficiency and for conciseness, has been described in this department very fully. If you did not follow it at the time, probably the entire set of back numbers can be obtained if you ask for them. If you did follow it, but require additional suggestions on any points, ask specifically about those points

and I shall be glad to elucidate further.

If you were to operate my system yourself, the time required would be from 30 to 45 minutes every morning; but any bookkeeper you hire is apt to take an hour to an hour and a half daily. In any case, the time required is trifling—nothing at all compared with the daily check on your business condition, and the resulting safeguard in event of the ever-present danger of fire, the most serious evil that threatens every merchant 24 hours each day.

Hire a Bright Girl Bookkeeper

Get a bright girl for this job. It matters very little whether she has had bookkeeping experience or instruction; though if she has had an outline course in old-style double-entry bookkeeping so much the better. But get her now, so that she may study with you and work into the system as rapidly as you do.

I suppose you have a cash register, but in any event get an adding machine—a good, efficient one, which prints results on a paper tape. Begin with a small one; for then as you find need for one more elaborate, you can trade in the first one. If you get one that is bigger than you will need for years, all you can do is be sorry afterwards that you put so much money into it.

Begin by putting that girl into a cashier's cage and have her handle all the cash. Put your register into her cage, too, and have her hand out each book to the clerk instead of having him get it himself. This plan will obviate the danger of having the books mixed up, for two will check it instead of one. Have each book as it is returned to her put aside somewhere within the cage where she only can reach it, and let her run up each last charge and carry-over on her adding machine to check it. Then she can file it back into the case. This work she can keep up all day at odd times. As a start, she might re-check each entire book to be sure everything is right. Not unlikely you will "find" enough among the errors to pay good interest on the machine for two or three years. Let me know about this point.

Extended Telephone Service

Have one or more telephone extensions carried to her desk, so she can do the primary operating, both incoming and outgoing. Soon she will take enough telephone orders to more than pay her entire salary.

The cashier-bookkeeper will make up your deposits, keep the bank balance, check your invoices, figure discounts, write cheques ready for your signature, keep your cost book and very soon write your orders. In a month she will be the busiest employee you have, for the duties you can assign to her run into endless detail. And everything she does will

operate two ways: in the safeguarding of your business and in relieving you personally of much you do now. You then can devote your entire time to productive work. I assure you that it will be unnecessary to set her chopping kindling to fill in time!

As soon as you together have mastered the outline of my system, open your books with her and start things running. Every day she will do the regular routine work. Once a month you will post the ledger yourself and take the trial balance. That will use up about 30 minutes of your time one evening a month; and that work will keep you constantly in intimate touch with just what your business is doing.

And remember the great American characteristic motto: "If you want to know, ASK!"

What Books to Get

A Manitoba grocer writes a question which fits in right here:

Dear Sir,—I have read several of your writings in CANADIAN GROCER in regard to books and accounts. I want a set of books for the grocery business and cannot get them started; in fact, I can't find suitable books. Can you purchase the necessary books, ready printed and ruled for me? I am willing to pay a fair price for books of this kind. I feel sure books are made specially for the system you recommend, and you know where to purchase same. I thank you for an early and favorable reply.

Yours truly,

Two books are required—a ledger with large leaf, regular ruling, of 136 pages, and a journal, same size leaf, ruled six columns. You also want half a dozen common counter books, such as are used for pencil entries; or you can use any old waste or discarded books for this same purpose that will fit into your safe. See details of my system, especially the handling of Petty Vouchers.

And, by the way, of course you have a good fireproof safe of fair size? No use to keep books for the purpose of showing clear accounts in case of fire if you are going to allow those books to be burned up.

The books can be purchased of any wholesale stationer. If there is no such concern in your town, write to Butler Brothers, or ask your grocery jobber to pick them up for you. If you have real difficulty getting them, write me again and I'll see that you get them.

NEW LINE OF TOFFEE

A new line of toffee has been placed on the market in Western Canada under the name of Tomlinson's Toffee, which is being made by Tomlinson & O'Brien, a well-known Winnipeg firm of manufacturers agents.

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ESTABLISHED 1886

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EDITORIAL BRIEFS

THERE is a commendable business-like foresight about the campaign of the War Production Club for increased agricultural output for 1918. Still it is not a day too soon to start.

LET MARGARINE IN AND KEEP ICE CREAM OUT

AT A meeting to urge conservation of resources, held recently by the women of Port Hope, two subjects were brought up that have been much in the public mind of late.

The first was the question of margarine. Its introduction was urged on the grounds that the prohibitive prices of all fats was proving not only a hardship but a menace to health.

A second resolution urged the government to restrict the sale of ice cream, except for invalids and hospitals during the course of the war. If we are really facing the question of conservation fairly, this would seem a wise suggestion. Every pint of ice cream, must of necessity be made at the expense of the supply of butter and cheese. By its use we are helping to increase the cost of these latter commodities, and of the actual price of milk as well. They are ideas worth pondering.

THE OYSTER SEASON OPENS

THE months with an "R" in their name, are, as everyone knows, the oyster months. Starting with September, and from then right down to the Spring, oysters may be had at their very best. Espe-

cially now is it a good line for the grocer to handle. With the cold evenings at hand, this novelty dish will have a ready demand. The taste for oysters is a growing one, and there are very few people now who do not care for them in some form or another.

They are readily procurable, too, and can be handled in the most modern sanitary way. The grocer who has not been handling them in the past should certainly make up his mind to remedy the mistake at once, before the first novelty has worn off. He will find it a paying venture, and in stimulating this trade will be doing his part to conserve the less perishable foods for times and occasions of greater need.

MR. HANNA IS CONSIDERING

THE Food Controller has some big problems on his hands at the moment, which he is considering. Most people indulge in a little comedy every time Mr. Hanna is reported as having something under consideration. But it is well to remember that the Canned Goods embargo was the result of one of those quiet hours. There are some matters reported to be under his consideration now that it is to be hoped will have even more prompt attention, because their solution would have much more actual effect than the restriction on the sales of canned goods. At least some wise decision might help to ameliorate the conditions of the poor, and that is a problem that someone must face soon if the prices of goods are to be continually increased.

Mr. Hanna has the price of milk under consideration. Let us hope that his action will be as drastic here as it has been in other places. Milk is as high as it ought to go. There is a limit to the price that any government can permit foods of first importance to go, and Milk is one of these foods. J. Arthur McBride speaking at the Iverley Settlement, Montreal, lately made the startling statement, that "The milk dealers who are demanding increased profits must realize that the profits they require are being paid in many cases, by the lives of our much needed infant population. The Montreal Milk Producers' Association, if it increases the price of milk without justification, must be prepared to share the responsibility for the increased infant mortality."

Mr. Hanna has the question of the admission of Margarine under his consideration. Whether he is single-minded enough to defy the interests and permit its introduction at least during the period of the war remains to be seen. It is only one of the many little things that might be done to make the lives of the poor a little easier, and it could be done at the actual expense of no one.

The country has been waiting for Mr. Hanna to justify the Food Controller's office. It would appear that in these two items, if in no other, a prompt and effective action might prove a thorough justification.

THE CLERKS' DEPARTMENT

BARUCH---WALL ST. PLUNGER ON A BIG JOB

Wilson Appreciates the Qualities of Foresight and Insight Which Make for Successful Speculation.

A Napoleon of speculative finance—the coolest and keenest plunger since James R. Keene—that is one view of Bernard M. Baruch, who made half a million dollars on Wall street in the developments coincidental with the famous “leak” about which Thomas W. Lawson made his sensational charges. But there is another view of Bernard Baruch. Those who know Wall street, know that successful operations are not “plunges” in the usual sense, but are transactions based upon astute deductions as to the effect of passing and prospective events, deductions which can only be reached by a thorough knowledge of business conditions and of the public attitude as well as an understanding of individual enterprises.

The second view of Bernard Baruch is quite evidently the one held by President Wilson, who has appointed the astute operator as chairman of the metals and materials purchasing committee of the Advisory Commission of the Council of National Defence—a job controlling the spending of several billions. The choice, no doubt, brought surprise to those who do not know both men intimately. Of their relations and of the career of Baruch, we print the following from the pen of Edwin C. Hill in *Munsey's Magazine*.

Understanding Mr. Wilson fairly well, the knowing ones saw that he was making a characteristically short cut to efficiency, with small regard for what anybody cared so long as he got the man who could secure the results desired—which were a swift mobilization of the metal resources of the country; and at prices suited to Uncle Sam's war purse. Reversing his attitude that nothing good could come out of Wall Street meant nothing to the President, who had found good reason on other occasions for complete about-facing.

Understanding Mr. Baruch sufficiently well, they realized that the President had discovered in him the following cardinal merits—a devotion to Wilson and Wilsonism which approached the idolatrous; a singularly developed faculty for striking through a maze of unessential facts to get at the essential heart of a proposition; a technical understanding of the mining and marketing of metals which had been attained by brokerage experience, by personal inspection of big mining properties, and by long and close study of the industries involved; un-

swerving integrity, and most agreeable personal qualities.

Unquestionably there are hundreds of men in the United States who know more about mines and mining than Baruch knows, but Mr. Wilson could find only one man who combined all the qualifications he desired to see brought to the job of spending billions of governmental money in a very hectic period of the country's history. He understood Baruch, and Baruch understood him. Therefore the appointment was duly gazetted, and Mr. Wilson took an afternoon off to play golf, while he smiled that inscrutable smile of his. The smile that day might possibly have been due to his recollection of Baruch's expressed opinion of Secretary Josephus Daniels—“a really great man whom the country doesn't understand.”

Behind the famous speculator's undeniable equipment for public service stands the appreciative friendship which has existed between him and Woodrow Wilson since before Wilson's first election. In those days Baruch found himself strangely interested in the Southern college professor, about whose head destiny was already flicking its lightnings. With the uncanny prescience which has marked his Wall Street operations, he perceived that Woodrow Wilson was headed for the top. But he hadn't met Wilson, and probably hadn't a notion that he was soon to become one of the President's few intimate friends.

Baruch's Friendship With Mr. Wilson.

It happened just at that time that the College of the City of New York, Mr. Baruch's *alma mater*, invited him to become a trustee. Flinching from any form of public life, he had about made up his mind to decline the honor when his father, Dr. Simon Baruch, counseled him to accept, on the principle that it was a duty which ought not be evaded; and duty is a passion in the Baruch family.

When he came to sit with the trustees of the City College, he got to know William F. McCombs, soon to be the chairman of the National Democratic Committee, and then in the hot flush of devotion to Professor Wilson's fortunes. To Baruch McCombs talked little else than Wilson, who seemed to him, at that time, to combine the grace and wisdom of all the ages.

Mr. McComb's enthusiasm seems to have moderated subsequently, but that is of no consequence in the present narration. Mr. Baruch's did not. He contributed liberally and without advertisement to the first Wilson campaign fund. When the second campaign came along he cheerfully handed over thirty-five thousand dollars as an original contribution, and then added fifteen thousand to make up the deficit.

In the four years between 1913 and 1917 the friendship between the President and the plunger ripened like wheat

under the sun of Kansas. They were mutually appreciative and complimentary. I believe the President has not been definitely quoted in so many words as to his opinion of Baruch, but Baruch has said this of the President:—

“I believe he is the most Christlike man in America.”

The admiring comparison seems fairly startling as proceeding from a Hebrew, but it is comprehensive and complete when one is told that Mr. Baruch regards Jesus Christ as having been the perfect man, all question of His divinity aside. Mr. Baruch holds that Woodrow Wilson comes nearer to doing the right thing, the wise thing, at all times, than any mortal man has done since Jesus.

And so Baruch is on the job of locating and buying as cheaply as may be whatever metals the United States of America may need in the world's greatest market operation, which is to bull the common stock of democracy up to one hundred per cent., and at the same time to bear the preferred stock of Hohenzollern, Krupp & Co. to a point where that concern must go into the hands of receivers. Considered in that light, the appointment of Mr. Baruch, who has at times been both bear and bull in cyclonic Wall Street operations, may have been an inspired choice. He is at work buying copper, steel, zinc, and all sorts of common and uncommon metals with the all-powerful backing of the President and with every chance to make a record for intelligent and patriotic service. Taking his orders are the great men of the mining and metal world—gentlemen who possess, it may be said in all truth, a very high admiration for Mr. Baruch's character and abilities.

The Baruch Family.

It is certainly worth while to note from what sort of family our Uncle Samuel's boss buyer springs. It is an interesting family. The personality of its members catches the attention.

Its founder in this country, Dr. Simon Baruch, diagnosed the first recorded case of perforating appendicitis successfully operated on. He will probably go down in medical history as author of the epigram, “If in doubt about appendicitis, operate!” His wife, mother of four able sons, a daughter of the Southern Confederacy and a lady of winning charm, is the author of another epigram, which may have been the basis of the success of the Baruch brothers. When Bernard, not yet having found himself, was threshing about and getting nowhere in an effort to become a plain business man, she yanked him out of a wholesale glass house and put him into a brokerage office, saying:

“Bernie must go where the money is!”

Bernie's speed thereafter was so satisfactory to his astute mother and to the entire family that there never arose the slightest question as to her good judgment. He not only got rich himself, but he made all the rest of the family rich. He took one of his brothers from the stage and another from the practice of medicine, united them in a brokerage business, and gave them the necessary shove forward to financial success. Meanwhile he found a place for his youngest brother in the brokerage concern which he had outgrown, and thereby paved the way for that young man's well-earned triumphs.

Behind Bernard Baruch's traditionally Hebraic sense of loyalty and duty to his

family, and behind his shrewd trail-blazing in their behalf, there lay, of course, the potential talent for finance possessed by all the Baruchs. They simply had it in them. The mother got Bernie started on the right track, and Bernie switched his four brothers to the main line. They all went where the money was.

A "Bear" is Born.

The big man of the Advisory Commission of the Council of National Defense opened his eyes for the first time in Camden, on August 19, 1870, so that he will be just forty-seven when this reaches the reader. The records of Wall Street transactions for that day are not available, but surely something out of the common must have occurred in the neighborhood of Broad and Wall at about the hour when the Baruchs' family physician informed Dr. Simon that considerable of a boy had been brought into the world. In the light of what was to happen in the years to come, when Bernie "went where the money was," some portent must have been perceptible in that sensitive company. The bears had the greater reason to take joy, for Bernie has been of their persuasion in most of his bigger deals.

From his very start in life Bernie was a model boy—a definite and living proof that it is actually possible for model boys to make a success in life. His father and mother aver, and are probably correct in averring, that they detected in Bernie very early indications of an unusually keen and direct mind of marked analytical powers. The boy never said much, but what he did say was squarely to the point of any discussion. At ten years of age his faculty for brushing aside the clogging unessentials and for getting swiftly at the facts was perceptible to his elders.

In those days, too, Dr. and Mrs. Baruch laid upon him the injunction of duty to be done, and admonished him that scrupulous honesty was the only worthwhile guiding principle for an American citizen. In later years, when Bernie set up as a broker, he put upon his desk in sight of all customers a photograph of his father, upon which was inscribed:

Let unswerving integrity always be your guide.

That photograph, with the admonition from a wise father, remains the principal ornament of Mr. Baruch's working-desk, wherever he may be.

Bernard Baruch's Early Life.

Young Baruch's college career was one triumph after another. He varied his academic study by pondering at home over books on finance, industrial organization, and railroad statistics. Dr. Simon used to wonder what on earth there was in "Poor's Manual" to interest so absorbingly a boy of eighteen. Subsequently, as destiny had planned, of course, the facts and figures gleaned from those hard-headed volumes were extremely useful to Bernie Baruch. Guided by impulses he could not always understand, he had thoroughly saturated himself with the facts of business and finance.

When he was graduated from the City College, Dr. Simon got him a job with the Whitall Tatum Company, dealers in druggists' supplies, at the attractive salary of three dollars per week. Bernie worked for three or four months, getting nowhere, and displaying no promise of ever getting anywhere. Thereupon his ambitious mother stepped in, informed the family conclave that it was time to send him into the places where money was to be got, and made it possible for Bernie to meet Colonel DeFries, financial editor of the *Mail and Express*. It was through DeFries that Bernie got a job as clerk in the brokerage house of A. A. Housman & Co.

The young man hadn't been with the

Housmans a month before they perceived his extraordinary bent for brokerage and for speculation. He showed instant talent for winning the regard and confidence of the firm's most notable customers, such men as James R. Keene, Edwin Hawley, and the Guggenheims. He worked his head off, and always with a winning smile. His salary of fifteen dollars a week jumped to twenty-five dollars within a few weeks, and then started climbing rapidly.

Presently the Housmans gave him a desk of his own, and he became virtually a member of the firm. As such he conducted big market operations for Keene and other heavy operators of that day, which was in the late nineties. He never revealed a secret. He never took personal advantage of private market information from which his clients did not desire him personally to benefit. It was a time when big deals were frequent—things that might easily have prompted a young man to confidences with the members of his own family; but few persons know less about Bernard M. Baruch's market operations, or how he worked for his large clients, than do his father, mother, and brothers.

Finally he grew too big for the Housmans and branched out for himself. On September 7, 1899, he bought a seat on the Stock Exchange and really began his remarkable career as a speculator—a career marked all through its course by his weird intuition, his uncanny insight as to what investors were most likely to do in certain given circumstances.

No better example of that faculty could be adduced than his selling operations in Wall Street last December, simultaneously with the issue of President Wilson's so-called peace note. Seemingly anticipating what other speculators couldn't grasp, he sold thousands of shares of United States Steel and of other concerns, and profited, by his own testimony, in the sum of \$476,168.47.

When Tom Lawson, of Boston, stirred up the animals with accusations that insiders had benefited by advance knowledge of the peace note, and Congress summoned him to Washington to present his evidence—or, rather, his total lack of evidence—it naturally followed that Baruch, as the biggest plunger of the times, was summoned also, although Lawson had not charged him with deliberately benefiting by a "leak." So Baruch went on the stand for two sessions of extremely interesting testimony, the heart of which was his statement that he didn't "pay much attention to rumors," and that it was his habit to read the newspapers thoroughly and to "grasp the psychological effect of the news."

By correctly analyzing the probable effect of the talk about the possibility of peace, he had sensed such public uneasiness over stocks as would inevitably send the market down. Therefore, he sold, and cleaned up almost half a million dollars. The humor that lies in him prompted his reply to the inquisitor's comment that it was popularly supposed that he had made six million dollars:

"Well, somebody got my share!"

For many years previous to this operation Baruch had startled the Street by his faculty of guessing accurately, or, more properly put, by his talent for accurate analysis of obvious facts. Back in 1901, when Amalgamated Copper, the pet of vast interests, was selling up around 130 and the company was paying annual dividends of seven or eight per cent. Baruch decided that the state of the copper industry did not warrant the Amalgamated in paying such dividends, and that a break was sure to come.

He began to pound the stock, and within three years it was down to 33, paying an annual dividend of only two per cent. Nobody but himself knows how much he made out of that gigantic bear operation. The guess has always been from

two to three millions. Nobody but himself knows what his fortune amounts to to-day. The estimate is anywhere from five to fifteen millions, with most people opining that ten millions wouldn't be far from the correct figure.

In the following years he transacted big deals for Keene, Ryan, Harriman, Hawley, and the Guggenheims. Baruch became the "go-getter" for these captains of finance. It was the era of great consolidation, when the big men of Wall Street were organizing a series of huge trusts and corporations. Because of his intelligence and dependability, the Guggenheims sent him to the West to buy copper-mines, Thomas F. Ryan commissioned him to acquire tobacco companies. Hawley to investigate or purchase railroad properties. He was trusted with hundreds of millions of dollars in these highly responsible tasks. These men were his personal friends, admiring him as well as trusting him.

It was the late Jim Keene who gave him his nickname of "Barney"—a name which he dislikes, but which has fastened itself upon Wall Street habit. His family and friends call him "Bernie," a natural diminutive of Bernard.

About 1912 he practically retired as a day-by-day speculator and became a capitalist, maintaining his office at 111 Broadway; but on occasion, as in the little panic of last December, he has plunged again into the market and hit hard. He quit with the reputation of never having been any man's man.

So little has been known of the personality of Bernard M. Baruch that many persons may not be aware of his fondness for athletic sports and his excellence in several of them. He is a first-rate horseman and a crack shot, and knows how to handle the gloves with the best of the amateur heavyweights. Moreover, he is a fighter when people annoy him excessively. Once in St. Louis, where he went to buy a tobacco company, he was striding through the old Union Station when he happened to tread upon the foot of a burly fellow. Baruch apologized instantly, but the man cursed him roundly. Baruch dropped his hand-bag and punched his abuser so powerfully that the burly one lost all interest in the subsequent proceedings. A friend butted in, as they say in Wall Street, and went down before a swift left hook. Baruch surveyed the two victims of an unsuccessful bull operation, smiled pleasantly, and went on about his business.

His family and friends know him for a perfectly human person, as likable as you please, with a delightful smile, a quick sense of humor, a talent for mimicry that would make him a living on the stage, and a perfectly idealistic devotion to his father, mother, and brothers. Whatever he has is theirs—literally. His generosity knows no bounds.

His philanthropies include large gifts known to none save the beneficiaries and to the members of the Baruch family, large contributions to war sufferers' funds and to the Red Cross, and a hospital given to the City of Camden, South Carolina, in memory of his father.

He is a big chap physically, standing six feet three inches, and possessing the chest of a blacksmith. His hair, very thick and worn rather long, is prematurely gray. His gray eyes are usually twinkling with suppressed humor, as if he knew a good joke that he was keeping to himself; but occasionally they flash keen glances of inquiry or appraisal.

Every so often he takes a vacation, and goes with members of his family or with friends to Hobcaw, his big estate on Winyaw Bay, near Georgetown, South Carolina. This is the same abode of fast-flying ducks that used to delight Grover Cleveland and Commodore Benedict years ago. There, over several thou-

(Continued on page 43.)

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

B. F. Smith, Ltd., a newly incorporated company, at E. Florenceville, N.B., will deal in farm produce and operate butter and cheese factories.

At a public meeting held in St. John on Sept. 13, citizens' committees, one of men and other of women, were appointed to aid the Food Controller by encouraging the conservation of food.

Henry Maher, for fifty years engaged in business in St. John as a retail grocer, died on Sept. 12, at the age of ninety years. He was an alderman and mayor of the Town of Portland before its union with the City of St. John.

The prolonged wet season in the early part of the summer had a deleterious effect on several food products, and the Provincial Department of Agriculture has announced that the potato crop will be thirty per cent. less than last year, in spite of increased acreage, and that winter apples will be less than a quarter crop, with other varieties making even a poorer showing.

Bakers predict an increase in the price of bread in St. John next month. They have been selling the two-pound loaf of plain bread and the one and a half pound loaf of "fancy" bread for eleven cents, and the grocers have been retailing it at twelve and thirteen cents. The bakers say that this price was possible only because they had bought large stocks before the price went up and that the price they will have to pay for flour, under the Food Controller's regulations, will make an increase necessary.

Considerable uncertainty regarding the order-in-council prohibiting the sale of canned goods existed in St. John after notice of its passage had been published in the news columns of the local papers. Some dealers continued to sell, while others refused. Wholesalers and retailers alike were in doubt as to the provisions of the regulation, until one of the local papers published the order in full. Since then the sales of canned goods have practically been abolished. As canned goods of most varieties are scarce on the local market, this has not had as much effect in reducing sales as it would if they were plentiful.

The local increase in the price of milk from ten to twelve cents a quart has gone into effect, as a result of the increased price levied by the producers, but it has not been accepted with equanimity by the citizens. The Housewives' League have expressed their determination to fight the increase, and a meeting has been arranged between the city commissioners and representatives of the producers to discuss the establishment of civic depots for the sale of milk, at cost. The Housewives' League also has

asked the city council to forbid the use of milk and cream for the manufacture of ice cream and for sodawater fountains, but, so far, no action has been taken.

Quebec

G. A. Dubois, grocer, Montreal, has sold stock.

A. Paiement, grocer, Montreal, Que., has sold out.

John Monahan, of St. Lim, P.Q., visited Montreal this week on business.

A. Chevalier, merchant of Joliet, Quebec, visited Montreal this week on business.

O. Parentau, merchant of St. Pie de Guire, P.Q., was a business visitor in Montreal this week.

Mr. Eaton, vice-president of Eatons Ltd., Toronto, was a business visitor in Montreal last week.

Mr. McCarthy of McDermott & McCarthy, Prescott, Ontario, was a visitor to Montreal this week on business.

Mr. Beer, Secretary to the Food Controller was in Montreal last week on business connected with his department.

Mr. Bowman of Bowman & Co., Chicago, was a business visitor in Montreal last week while on his way to Boston.

Joseph Ostiguy, of Adamsville, P.Q., one of the prominent merchants of this district, was in Montreal this week on business.

From Quebec City on business in Montreal last week were Mr. Simard of the Dominion Fish and Fruit Co., and Mr. Beauchard, Mr. Legare, and Mr. Thibeaudeau, merchants.

Alonzo P. Jones of Alfred Jones, Sons, & Co., Bangor, Maine, was a visitor in Montreal last week, and paid a call at the premises of the D. Hatten Co., wholesale fish merchants.

Amongst business visitors to Montreal this week were Mr. Ricard, Mr. Belland, Mr. Robichoux, and Mr. Begin of Three Rivers, Quebec, and Mr. Pellerin, Merchant of St. Agathe, P.Q.

Mr. Phillips, representing R. Higgins & Co., Boston, was a visitor in Montreal last week. He reports that the crop of oysters in the North will not be as good this year as it was in 1916, and higher prices are looked for.

Ontario

I. Fondeler, Ottawa, has sold out.

G. Perrin, grocer, Ottawa, has sold out.

F. G. Hill, grocer, Ottawa, has sold out.

T. A. Morrow, grocer, Tara, suffered fire loss.

J. Y. Morrison, Laurentian View, Ont., has sold out.

A. Wilson, grocer, Vars, Ont., suffered loss by fire.

L. C. Vincent, grocer, Toronto, Ont., has sold out.

Mrs. J. Vaughan, grocer, Toronto, has discontinued.

R. N. Everett, grocer, Windsor, Ont., is discontinuing.

J. Thompson, grocer, Welland, Ont., suffered fire loss.

G. Uprichard, Toronto, Ont., has discontinued business.

D. W. Dane, grocer, Toronto, Ont., has sold to D. Woodrow.

W. S. Stewart, general store, Gamebridge, Ont., is dead.

Wm. Scott, grocer, Ford, Ont., succeeded by E. Thorburn.

J. Y. Morrison, grocer, Laurentian View, Ont., has sold out.

E. McQuatt, grocer, Westboro, succeeded by A. I. Sterling.

R. W. Furry, grocer, Grimsby, Ont., has sold to K. H. Harris.

Mrs. J. T. Elliott, grocer, Toronto, sold to Mrs. E. Johnston.

E. G. Wellwood, grocer, Dundalk, Ont., succeeded by J. E. Richards.

W. F. Nesbitt, grocer, Britannia Bay, Ont., succeeded by W. H. Sully.

R. Graham, of R. Graham & Son, general store, Lakefield, Ont., is dead.

Miss Shisler of Ridgeway, Ont., will open a grocery store in Welland, Ont.

B. Smith, superintendent of Carnation Milk Products Co., at Aylmer, Ont., is dead.

F. M. Davis, general store merchant of Balsam, Ont., has sold business to A. Spears.

Lieut. A. E. Smith, formerly connected with Michie & Co., Toronto, has been killed in action.

Wm. Mander, superintendent of Canadian Cereal & Flour Mills, Limited, Galt, Ont., is dead.

C. H. Cochrane & Co., wholesale coffee, Ottawa, Ont., succeeded by C. H. Cochrane & Co., Ltd.

M. L. Cuthbert, previously secretary of White Wholesale Fruit Company, Toronto, was killed in action.

S. Brownscomb, who has conducted a grocery at Owen Sound for a number of years, has moved to Toronto.

Western Provinces

H. Coventry, grocer, Calgary, Alta., has sold out.

W. M. Stinson, Moose Jaw, Sask., grocer, has sold out.

M. J. Rodgers, general store, Greene, Sask., has sold out.

G. P. Friesen, general store, Laird, Sask., has sold out.

Farmers' Supply Company, Wiseton, Sask., has sold out.

R. Leitch, general store, Sutherland, Sask., has sold out.

Smith & Co., general store, Shaunavon, Sask., has discontinued.

E. Labrosse, grocer, St. James, Man., succeeded by T. Millard.

Freedman & Kluner, general store, Winnipeg, Man., has dissolved.

F. Almond, general store, Eriksdale, Man., sold to Bovill & Maddin.

Lee & Jackson, general store, Keppell, Alta., is opening branch at Vance, Alta.

Cardston Trading Co. is new grocery store commenced business in Cardston, Alta.

F. Meeker has been appointed traveling salesman for Tolford Biscuit Co., of Saskatoon.

Wells & Wellsman, general store, Aylesbury, Sask., has dissolved, N. C. Wells continuing.

John Horn, manager of the Western Canada Flour Mills Co., Ltd., Winnipeg, is on a visit to the Toronto office for an important conference.

L. MacIntyre, vice-president and manager, Paulin Chambers Co., Ltd., biscuit manufacturers, Winnipeg, Man., is dead.

Mr. Burgess of Calgary, connected with Alberta Flour Mills, Ltd., recently visited High River, Alta. New mills in East Calgary are expected to be one of the largest of its kind in Canada, and will cost about \$1,500,000.

L. C. MACINTYRE DEAD

Lachlan C. Macintyre, managing director of Paulin-Chambers Co., Ltd., biscuit mfrs., Winnipeg, died on September 12., at the Winnipeg General Hospital. Mr. Macintyre had been subject to indifferent health for a considerable time, and had been under treatment at the hospital for about a month. He was 67 years of age.

For nearly 30 years Mr. Macintyre has figured prominently as veteran head of the Northwest Commercial Travelers' Association of Canada, of which he was president in 1892, and treasurer since 1896.

Mr. Macintyre was a past-president of the Canadian Manufacturers' Association, and he also figured prominently in lodge work as well as being actively identified with several public institutions. His loss will be keenly felt by his many business associates and friends, particularly by the travelling fraternity from coast to coast.

Born Oct. 5, 1850, near Beaverton, Ont., Mr. Macintyre came to Winnipeg in 1882, and for a time travelled for Turner, McKeand & Co. He then became connected with the Paulin Chambers Co., with whom he has been since continuously connected.

MAKING RED CROSS LINES

Windrum's, Limited, Winnipeg, have taken over the Red Cross baking powder and extracts, formerly made by the Dyson Co., and will manufacture these lines in their own plant. James D. Wind-

rum, who has been vice-president of the Dyson Co. for the past seventeen years, and is still connected with that company, is at the head of the new organization for manufacturing these lines. Basil F. Windrum, son of J. D. Windrum, has charge of the manufacturing end of the business. Recently this firm also took over the Mayer Co., manufacturers of stock remedies. The products of these concerns will be sold to the retail trade in the West through the W. H. Escott Co., manufacturers' agents.

LITTLE BILLIE HANNA

(Adapted from New York Life)

Little Billie Hanna's come to our house to stay,

To make us scrape the dishes clean, an' keep the crumbs away,

An' learn us to make war-bread, an' save up all the grease,

For the less we eat of butter, the sooner we'll have peace.

An' all us other chil'ren, when our scanty meals is done,

We gather up around the fire an' has the mostest fun

A-listenin' to the proteins that Billie tells about,

An' the Calories that'll git you

If

you

don't

watch

out!

An' little Billie Hanna says, when the fire burns low,

An' the vitamins are creepin' from the shadows sof' an' slow,

You better eat the things the Food Folks say they's plenty of,

An' cheat the garbage pail an' give the butcher's meat the shove,

An' gobble up the corn-pone an' veg'-tables an' fish,

An' save yer drippin's an' yer sweets, an' lick clean ever' dish,

An' don't get fresh a-talkin' of what you won't do without.

Or the Calories'll get you

If

you

don't

watch

out!

—Dunnville Gazette

MACARONI IN DEMAND

Montreal, Sept. 20. — (Special.)—In making inquiries amongst a number of retailers in the residential districts of Montreal, it is found they all report better sales of macaroni since the war. It is argued that the consumer finds macaroni a nourishing foodstuff at a moderate cost.

Supplies of macaroni to meet demand have been, as a rule, available, but now and then there have been delays and shortages. Of late supplies appear to have been sufficient, but demand is now reported to be on the increase.

In the past year or two prices have

not advanced seriously, the most recent advance of two cents a pound (at retail) being the most noticeable increase. This has caused some variation in prices amongst retailers even in the same neighborhood. Some are selling the same line at the old price of ten cents for a package containing $\frac{3}{4}$'s of a pound; some sell this package at twelve and a half cents, some at thirteen cents, some even higher, and several sell it at two packages for twenty-five cents.

"MOTOR GROCERY" IN ARKANSAS

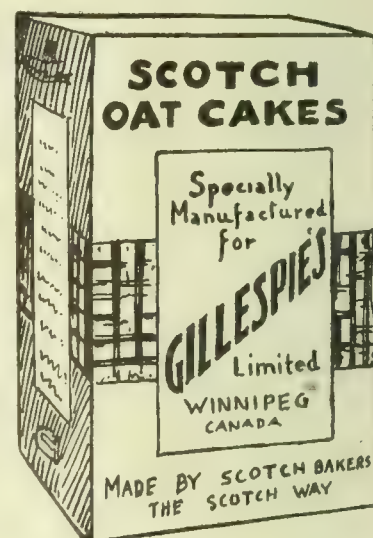
The "motor grocery," that is a traveling grocery store, mounted on an automobile truck, has succeeded the peddler's cart in some parts of Arkansas. It carries a larger and more varied assortment of goods than the old peddler's cart; in fact, it is a small edition of the old-fashioned country store on wheels and propelled by gasoline. It brings the store to the farmer and saves him the bother of many a trip to town. The cost of operation is, too, to a large extent, offset by the saving in rent and in clerk hire, and the opportunity to pick up bargains in farm produce by a system of barter is no small factor in the success of the venture.

In the remote farm regions of Arkansas there is said to be great interest and excitement on the day when the motor grocery is due.

New Goods Department

A SCOTCH OAT CAKE

The Robt. Gillespie Co., Winnipeg, have recently placed on the market a new Scotch oat cake. The package has a tartan design on it as will be seen



from the accompanying illustration. The manufacturers feel that oat cakes will help to take the place of white bread, as suggested by the Food Controller, which explains the principal reason for its appearance.

Fish Canning Industry in Norway

Interesting Process of Canning Sardines and Herring —
Norwegian Industry Developing Rapidly—Headquarters
Near Large European Distributing Centres.

SOME interesting information concerning the fish-canning industry in Norway has come to hand recently, in which particular attention is paid to the sardine and herring canning.

The centre of the fish-canning industry in Norway is at Stavanger, on the southwest coast, and its location near such large markets as London and Hamburg makes it a good distributing centre for Europe. Shipments can also be conveniently made to Canada, Australia and South Africa as well. The fish are often caught above the Arctic circle, several days' journey from Stavanger, canned by branch factories in the vicinity and finally brought for sale to the storehouses of the main factories at Stavanger.

There are about 80 factories now engaged in the canning of fish and fish products in this district. A year ago there were only about 60 and in 1911 there were less than 40, so the industry has been developing rapidly in recent years. The most important fish canned are the sardines and herring. The canning season for sardines lasts from about June to January during which time the fish are at their best. The canning of fat herring covers nearly the same period as that of sardines while the canning of spring herring is during February and March when the fish are caught. Fish balls and other fish products are canned at all times of the year but principally when the factories are not busy canning sardines.

Large shipments are made throughout the year as the fish are of fine quality after standing for a time in the oil and spices in the cans. Some shipments are made by the larger firms as long as two years after the fish are canned.

Prices and Materials Used in Canning

The fish are purchased in Stavanger by the factories at from \$1.88 to \$2.68 for quantities equal to 22 quarts for the bristling used in canning sardines. The herring are purchased usually for about 54c less than the bristling.

The tin used for cans is nearly all purchased from Swansea, Wales, though some shipments are also received from America. With high freight rates and war prices prevailing, prices of the tin plate in cases of 216 pounds is now about \$21.90 per case.

Olive oil and tomato puree have also advanced considerably in price, but are indispensable in the fish canning industry. Nearly all the factories make their own cans though there are four large can making plants in the city. Several of the factories make their own cans, keys, labels, nails, rubber bands, etc. Very little solder is used in any of the canneries, none being used on the sar-

dine cans and none on the others except a very little where the key opens the can.

Catching the Sardines

The canning of sardines is a very interesting process and some details are given herewith. The fish used for the canning of Norwegian sardines is that known in Norwegian as "bristling" and in English as "sprat." A lower grade of sardine is put up from the small herring or "mussa" or from a mixture of these with bristling. These fish are from 3½ to 5 inches in length.

The summer fishing season lasts from about June 1 until October 15. During this season the bristling or mussa are caught in the fjords where they are driven by the whales.

They are caught in large seine nets, which are carried out around the fish by small boats, the ends of the net being drawn to shore by the motor boats. As this is the spawning season the fish are left in the nets three days before being taken out of the water, so that their condition may be perfect for canning. The winter fishing season for these fish begins about November 1 and lasts until in January. The fish are usually taken up at about 4 o'clock a.m. They die when taken from the water and are brought to the factories by steamer the same morning between 6 and 7 o'clock. If fish are caught a longer distance from the factory, they are usually taken up in the evening and brought to the factories the following morning. The city's health department inspects the factories daily to be sure that only fresh fish are canned, but there is no official chemical laboratory and no further official inspection of the goods sent out.

Methods Followed in Treating and Canning

The first thing done with the fish in the canning factory is to put them through a thorough washing process in large tubs. They are then packed in other tubs in brine. After remaining in the brine from 20 minutes to a half hour they are taken to another department and placed on tables. Here they are placed in long rows of little grooves in which a wire rod is run through the eye of each fish. Each rod, with 22 fish on it is then hung on a flat frame, 30 rods on each frame, making 660 fish on a frame. Ten of these frames are then placed one above the other, with the 6,600 fish hanging from them, in a crate or larger frame. This is wheeled into one of the many smoking ovens, where the fish are smoked for 30 minutes or so, the length of time depending upon the condition of the fish. They

should be lightly smoked and cooked, but not enough to brown them, as the fine silvery finish must be retained for canning.

The fish are then taken from the smoking ovens to the cutting machine, where their heads are cut off by a machine. The fish are then sorted by hand ready for packing in the cans in uniform sizes. A small quantity of olive oil is deposited in each can by a machine. Girls then pack the fish in the tins or cans by hand.

When the fish have been packed they are inspected to see that there is enough oil in each tin, and that the fish are nicely picked. Before the lid is put on the can it is put through a machine that places a small rubber band inside the lid. The lid-fastening machines then clasp and hermetically seal the lid on the can. Each of these machines, attended by one man, will cover and seal 6,000 cans a day. No solder is used in covering and fastening the lids nor in making either lids or cans.

The cans are then sterilized by intense heat, varying according to the size of the can.

Later the cans are labeled, the key inserted, the tins wrapped in paper and packed 100 to the case.

For all fish not packed in oil, tins laquered inside are used. This is to prevent corrosion of the tin. The oil of itself prevents corrosion.

Wages Paid the Employees

Almost all the labor in the factories is paid on the basis of piece work. Most of the girls who handle and pack the fish are able to make in the busy season as much as 5 crowns (\$1.34) per day and during most of the year they average about 3 crowns. The unskilled men employees average from 5 crowns (\$1.34) to 6 crowns (\$1.60) per day, and skilled operatives on the machines average \$2.15 to \$2.65 per day. The scale of wages is liable to change any time to suit the unusual high cost of living caused by the war.



FRUIT EMBARGO WILL NOT BE LIFTED

In a despatch from the Colonial Secretary, received by the Canadian Government, regret is expressed that it is impossible for him to give a favorable answer to the request from Canada for the removal of the embargo against Canadian fruit in the United Kingdom. While expressing the greatest sympathy with the desire of the Dominion Government to alleviate the position of Canadian fruit growers, the Colonial Secretary sees no prospect of obtaining relaxation from the present prohibition, under the existing circumstances. The difficulties of finance and tonnage are the main factors to be considered, and these make it necessary that the whole of the resources of Great Britain be devoted to maintain the supply of essential foodstuffs, such as wheat, bacon and cheese.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE grocery market during the week was one devoid of any sensational changes. Butter was strong on all markets with no indication of any easier feeling. Eggs on the other hand showed an easier feeling owing to a lighter export demand in conjunction with a good supply. Cheese prices are steady, and as any change in the standard price is unlikely at this time, there is no likelihood of any variation in this price for some time.

Prices in canned goods have shown no variation, other than a slightly stronger feeling in sockeye salmon. The report that the cheaper grades of salmon are running again, and there is a possibility of a better pack, has given a certain unsteadiness to these lines, though these reports are not authentic enough as yet to result in any decline. The probabilities of the tomato and corn pack are far from satisfactory. The pack of tomatoes to date has been very light, and only a fractional pack can be expected. There is a suggestion of probable decline in corn syrup from some sources, owing to the heavy corn crop, but no definite change has been noted. The coffee market has been active during the week, with a very slight change in favor of lower prices. Mocha coffee is practically unobtainable. Spices are reaching almost prohibitive prices in most lines. Cloves advanced strongly during the week on the primary market, which has led to a stronger feeling in the secondary markets, though no actual change has taken place. The sugar market is practically dormant, pending some more definite arrangement on the American market. Transactions have been extremely light, and such as there have been have represented mostly sales from second hands.

Flour seems to be settling down to a more steady tone. The millers seem to be generally of the opinion that the present price is quite in conformity with the set price on wheat, and that therefore this price is likely to be more or less standard.

QUEBEC MARKETS

MONTREAL, Sept. 18.—Without especial feature this week, the markets of the Province of Quebec in general are steady and firm in tone. Butter is amongst the advancing commodities. There is a firm tone to provisions generally this week. Eggs are steady, but cheese is a shade higher to the retailer, and honey and maple products are up. Fish are firmer. Fruits show the season's changes, and vegetables follow the trend of supply and demand closely. There is a good deal of firmness in spices, and cloves are very scarce. Tea—black tea especially—promises further advances. Beans are easier. Molasses has come to the bottom of the supply in many cases, but New Orleans molasses may help out. Nuts go firmer, and the shortage of canned salmon is considered serious by jobbers. Sugar is steady, and dried fruits are in dull market at present. Business in general is reported normal, and improving, especially in flour, which is easier following Government action.

Sugar Market Is

Still On Firm Side

Montreal.

SUGAR.—There is a feeling on the market now that sugar will probably stay steady for a time at the present high prices, and that there may be declines in a month or so. This is only a general idea, and refiners are not inclined to add weight to it, as sugar is a most unpredictable commodity. But the demand, which threw a heavy strain on resources of production, is now being fully met, and the condition of strain is removed to a fair extent. Still reports are that raw sugar will be no easier to obtain during the forthcoming months, and this inclines to the view that refined will keep firm. The market is firm at present, and, in fact, a line not regularly quoted, but of interest in Quebec market circles—Barbadoes raw sugar—has advanced half a cent to 8c a pound.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 05
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 30-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Percentages Of Salmon Pack Small

Montreal.

CANNED GOODS.—Figures showing the percentage of salmon pack, as set forth by the B. C. Packers, are most disquieting to the wholesalers, as the shortages are very marked indeed in some important lines. Sockeye show 8 per cent. talls, 20 per cent. flats, and 35 per cent. half flats. Red Spring, 8 per cent. talls, 35 per cent. flats, and 30 per cent. halves. Cohoes, 10 per cent. talls, 50 per cent. flats, 40 per cent. half flats. Pinks, 50 per cent. talls, 100 per cent. flats, 100 per cent. halves. Chums, 25 per cent. talls, 100 per cent. halves. White Springs, 30 per cent. talls, 100 per cent. flats, 100 per cent. half flats. Deliveries are being made of canned goods, but retailers are not selling yet to consumers while the embargo endures. Tomatoes are shaded. Gallon apples are higher. Beans are also higher. More activity in canned goods may be anticipated next month.

Salmon Sockeye—

"Clover Leaf," ½-lb. flats	2 45
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz.	1 50 2 00
Chums, 1-lb. talls	1 80
Pinks, 1-lb. talls	2 40
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75 7 00
Norwegian sardines, per case of 100 "¼s"	20 00

Canned Vegetables—

Tomatoes, 3s	2 25 2 35
Tomatoes, U.S. pack	2 25
Tomatoes, 2½s	2 20 2 30
Peas, standards	1 75
Peas, Early June	1 80
Beans, golden wax	1 85 1 90
Beans, Refugees	1 85 1 90
Corn, 2s, doz.	2 10 2 25

Spinach (U.S.), 3s	2 80	
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans, doz.)	3 50	
Red raspberries, 2s	2 25	2 45
Simeoes	2 75	
Red cherries, 2s	2 25	
Strawberries, 2s (old pack).....	2 75	3 00
Blueberries, 2s, doz.	1 25	
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	1 75	
Pumpkins (gallon), doz.....	6 00	
Apples (gallon)	4 50	
Peaches, 2s (heavy syrup).....	2 00	
Pears, 3s (heavy syrup).....	2 45	
Pineapples, 1½s	2 25	
Strawberries (new crop), heavy syrup, 2s	2 95	3 00
Strawberries (new crop), group "B"	2 87½	

Dried Fruits Show

Steady Firmness

Montreal.

DRIED FRUITS.—There is very small demand for dried fruits at present, due, it is believed by some wholesalers, to the high prices prevailing. Yet from the primary markets come hints of even higher prices, and the tendency of this market is still firm. Greek currants continue to tantalize the importer with hopes that there may be supply, but small business can be done on hopes, and though supplies are almost certain to be available, it is necessary to have more definite prospects before these currants come into active market again. Very little of note has been developing since last report as to California dried fruits. Evaporated apples are higher in price this week, and are in very firm toned market, with chances of being still higher. Fifteen cents per pound is the price quoted for these.

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown	4 00
Muscatsels, loose, 2 crown.....	0 11
Muscatsels, loose, 3-crown, lb....	0 11½
Muscatsels, 4-crown, lb.....	0 12
Cal. seedless, 16 oz.	0 14
Fancy seeded, 16 oz. pkgs.....	0 13
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Nuts Advance In

Various Lines

Montreal.

NUTS.—As consistently predicted in CANADIAN GROCER for the past few months, the market for all kinds of nuts is steadily advancing. This is due both to crop conditions and to the difficulties of getting the goods across the seas. Some of the most recent advances which have reached the market most interesting to the buyer in the retail trade are forthcoming this week. Grenoble walnuts are up to 19c and 20c. Sicily filberts are at 20c to 21c. Tarragona almonds also 20c to 21c. The whole tendency of the nut market is towards higher prices. Demand is not exceptionally active in the main, though Jewish holidays have had their usual effect in stimulating call for various nuts.

Almonds (Tara), per lb.....	0 20	0 21
Almonds (shelled)	0 40	0 42
Almonds (Jordan)		0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.....	0 20	0 21

Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G".....	0 13½	0 14½
Peanuts (coon), per lb.....	0 12½	0 13½
Peanuts (Jumbo), per lb.....	0 16½	0 17
Pecans (new Jumbo), per lb.....		0 21
Pecans, New Orleans, No. 2....	0 21	0 24
Pecans, "paper shell," extra large Jumbo		0 40
Pecans (shelled)		0 30
Walnuts (Grenoble)	0 19	0 20
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags....	0 13	0 16
Walnuts (California), No. 1....		0 24
Cocoanuts, 100 size, per sack....		7 50

Molasses Scarcity

Well Developed

Montreal.

MOLASSES, ETC.—Some wholesalers are completely sold out of Barbadoes fancy grade molasses. Contracts made early in the season were filled duly, but now there is little or no molasses to dispose of. Fortunate buyers who came early into the field have the satisfaction to-day of taking delivery at prices well under present current quotations (which are sometimes exceeded). It will be recalled that CANADIAN GROCER has consistently reported the shortage of molasses and the inevitable advances in price. Some New Orleans molasses is arriving in Montreal. Fancy grade quoted to the retailer at 70c per gallon in barrels only. This is a good molasses, but different in flavor from the Island product. Corn syrups are steady at present prices (ascertainable from lists in end of this paper), and may remain so for some weeks, according to present indications.

Barbadoes Molasses—	Prices for Fancy, Choice, Island of Montreal
Puncheons	0 83
Barrels	0 86
Half barrels	0 88
For outside territories prices range about 3c lower.	
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal Diamond)—	
2-lb. tins, 2 doz. in case, per case....	
Barrels, per 100 lbs.	
Half barrels, per 100 lbs.....	

Bean Crop Rumors

Hint At Damage

Montreal.

BEANS.—Some new Quebec beans have reached certain wholesalers in sample, and the reports are towards a considerable and good bean crop in Quebec Province. The samples shown so far are of excellent appearance and quality. It is expected that the price of Canadian hand-picked beans will be found around \$6.60 per bushel as the season develops. Just now higher prices are being asked and the prices to retailers, though lower than formerly, are still at high levels. News of frosts in Ontario and Michigan has been disconcerting this week as far as bean crop prospects in those sections are concerned, but it is hoped that the damage is not as bad as has been reported. The Ontario Government August estimate of 13.4 bushels to the acre of beans still holds so far.

Beans—

Canadian, hand-picked	10 50
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40

Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.....	7 50
Lima, per lb.	0 20
Chilean beans, per lb.	0 14½
Manchurian white beans, lb....	0 15
South American	5 20
Peas, white soup, per bush.....	5 00
Peas, split, new crop, bag 98 lbs.	11 00
Barley (pot), per bag 98 lbs....	6 25
Barley, pearl, per bag 98 lbs....	7 50

Rice Steady, But

Strength Expected

Montreal.

RICE AND TAPIOCA.—While the prices for rice remain as quoted last week, there is a feeling that advances are in the near future. Shipping conditions have a bearing on the situation largely. News from American sources of supply does not point especially to strength, but the American grown rice would firm in sympathy with imported rice should the expected firmness develop. Meantime demand is normal for the season, and supplies are sufficient. Tapioca is very firm, and with every indication of higher prices to come.

"Texas" Carolina, per 100 lbs....	9 50	9 90
Patna (fancy)		10 15
Real Carolina, per 100 lbs.....	10 50	11 50
Patna (good)		9 40
Siam, No. 2	7 25	9 15
Siam (fancy)		8 40
Rangoon "B"		7 80
Rangoon CC		7 60
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Coffee Steady Still:

Cocoa is Quiet

Montreal.

COFFEE.—There has been no change in market for coffee locally, and the indications are still to great steadiness. Prices as previously quoted are maintained. Demand has begun to improve owing to colder weather. The higher market for tea is also stimulating to some extent as to coffee though coffee is still regarded in many quarters as a luxury beverage. But the temperance movement throughout the Dominion having an effect in making coffee popular as well as tea. Cocoa is still in steady market, and there is also improved demand noted due to the colder weather of the approaching fall.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Cocoa—

Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Firm

Advances Likely

Montreal.

TEA.—With conditions affecting the tea market all apparently unalterable during the present stages of the war the market continues firm. There has arisen lately even a prospect of further strength. Freight rates are to advance for black teas within a few weeks, and this will mean four cents at least per

pound advance. The new freight rate is to be 20 cents to Vancouver. The teas subject to this increased freight cannot be on the market until December, however, but that month may see the advances occasioned. Japan teas are now revealing their condition of scarcity due to crop shortage, more markedly. The market is almost bare of first quality grades. Desirable grades are realising higher prices in consequence, and are in good demand everywhere. China teas will make small showing on the market this season. Javas are being spoken of more, and favorably as improved in quality.

Pekoe, Souchongs, per lb.....	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Cloves Promise to Be Very Scarce

Montreal.

SPICES.—The feature of the market in spices locally is the matter of cloves. These have risen so high to the importer that although wholesalers may still be selling at the prices quoted below, one large firm is refusing to part with any cloves in competition with these prices. To import, cloves are costing actually as high as 47 cents, and the scarcity continues. Cloves are at their highest price in New York since 1871. Peppers are steady and firm. Mace is quiet. Nutmegs have been in better demand by large merchants meaning a reduction of spot stocks which cannot be easily replenished. Cassias are advancing. Gingers are steady. Seeds and herbs (especially carraway) are in sharp demand and likely to advance further.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar	0 60	0 65
Gluger, pure	0 25	0 35
Ginger, Coshin	0 25	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk.....	2 80	
Carraway, Dutch, nominal	0 75	
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 25	0 25
Mustard seed, bulk	0 25	0 25
Celery seed, bulk	0 46	
Shredded cocoanut, in pails.....	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Lemons Drop In Price: Demand Off

Montreal.

FRUIT AND VEGETABLES. — Lemons broke the record for price declines dropping four dollars this week to \$4.00-\$4.50 per crate. Demand is now much reduced for lemons the summer call for these being over. Montreal melon is at \$7.00 a basket of twelve still, probably the lowest for the season which will soon be over. Tomatoes keep at

steady levels. Potatoes are down to \$1.75 for 90 lbs. A great quantity of potatoes has been raised in vacant lots this fall, but demand for potatoes from dealers will probably be found little affected after the winter sets in. Beets, carrots and turnips are in demand at a dollar a bag. Curly lettuce is now 30 cents a dozen. Egg plant a dollar a dozen. Cucumbers are 25 cents a doz. No more cherries are offered, but apples are coming on to the market in fair supply and quality, not, however, up to the best records so far. Peaches are still available at 90 cents for a small basket. Beans both wax and green, are up to \$1.50 bag.

Bananas (fancy large), bunch...	2 75	3 50
Oranges, Valencia (lates)	4 50	5 00
Grape fruit	2 75	3 50
Lemons	4 00	4 50
Pineapples, Cuban, crate	4 50	
Pineapples (Cuban), 24's, each..	0 75	
Cantaloupes, crates, 45's	6 00	
Apples (in boxes)—		
Winesap	4 00	
Ben Davis	4 00	
Apples, new, U.S., bkt.	2 50	
Apples, new, Montreal (in bbls.)—		
No. 1	6 00	
No. 2	4 50	
No. 3	3 50	
Apples, new, Canadian, 11-qt. bkt.	0 50	
Cauliflower, per doz. bunches...	1 00	1 25
New corn, crate, doz.	0 15	0 20
Celery, Canadian, per doz.	0 50	0 75
Onions, Australian, sack 100 lbs.	6 00	
Onions, Canadian, new, doz. bun.	0 50	
Onions, Spanish, ½ crate.....	2 25	
Spanish onions, large crate ...	4 00	
Potatoes (new), bbl.	4 50	5 00
Potatoes, new, bag	2 00	
Potatoes (sweet), per hamper....	4 00	
Carrots, bag	1 00	
Beets, bag	1 00	
Parsnips	2 00	
Peas, Canadian, bag	1 00	
Turnips (new), bag	1 00	
Lettuce, curly, per doz.	0 30	
Lettuce, head, doz.	0 75	1 00
Rose tomatoes	1 50	
Tomatoes (Montreal), box	0 50	1 25
Horseradish, per lb.	0 25	
Cabbage (Montreal), doz.	0 30	0 50
Beans, wax, bag (Montreal)....	1 50	
Beans, green, bag (Montreal)....	1 50	
Peas (new, Montreal), bag.....	1 00	
Leeks, per doz. bunches	1 00	
Parsley, doz.	0 25	
Mint, doz.	0 50	
Watercress, doz.	0 40	
Spinach (Canadian), box	0 50	
Rhubarb, per doz.	0 25	
Eggplant, per doz.	1 00	
Garlic (Canadian), lb.	0 15	
Endive (Canadian), lb.	0 25	
Cucumbers (Montreal), doz.....	0 10	0 20
California plums, box	2 75	3 25
Do., peaches, box	3 00	
Peaches (Can.)	0 90	
Montreal melons, bkt., 12's.....	7 00	
Pears, box	4 25	
Peppers	3 50	
Marrows, per doz.	0 75	

Fish in Demand But Sea-Fish Scarce

Montreal.

FISH.—With three fall "Ember Days" during the week, and Tuesday a meatless day, fish business certainly reached a climax of activity this week. Unfortunately supplies have not been coming forward as was expected at first. From both oceans news comes of equinoctial gales which have interfered with fishing, and for this reason all kinds of sea fish have shown small advances. On the contrary lake fish are very plentiful. Operations are going on in every lake in the West, and supplies should prove abundant. Mackerel which has been

scarce up to now is arriving in good supplies. A few smelts, sword fish, etc. have also been coming in. These are at the same prices as last week. Lobsters owing to the extension of fishing season are more abundant. These are the opening days of the oyster season, but the demand so far has not been up to the average. True the cost of the commodity has been raised by the producers, the reason given being that labor is very uncertain and cost of materials has increased from 200 to 400 per cent. It is evident that the prospects are not very encouraging, and that high prices are likely to prevail. The shell oyster season starts in this country on October 1st. Many enquiries are forthcoming as to supply, but meantime reports from producers are conflicting.

SMOKED FISH

Haddies	0 11
Haddies, fillet	0 16
Digby herring, bundle of 5 boxes	0 90
Smoked boneless herring, 10-lb. box	1 50
Smoked eels	0 12
Smoked herrings (med.), per box	0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.....	21 00
Salmon (B.C. Red)	20 00
Sea Trout, red and pale, per bbl.....	15 00
Green Cod, No. 1, per bbl.....	14 00
Mackerel, No. 1, per bbl.....	21 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	2 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 30
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	19	20
Haddock, lb.	07	08
Mackerel	14	
Cod steak, fancy, lb.	9	
Salmon, Western	16	
Salmon, Gaspe	24	

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 13	0 13
Whitefish, lb.	0 10	0 10
Lake trout	0 14	0 15
Eels, lb.	0 10	0 10
Dore	0 14	0 15
Smelts, No. 1	0 15	0 15
Smelts, No. 1 large.....	0 20	0 20
Oysters—		
Ordinary, gal.	2 00	
Malpeque oysters, choice, bbl.	13 00	
Malpeque oysters (med.), bbl.	12 00	
Cape Cod shell oysters, bbl.	13 00	
Clams (med.), per bbl.	9 00	

FRESH FISH

Haddock	0 08	0 09
Steak Cod	0 10	0 10
Market Cod	0 07	0 08
Carp	0 10	0 11
Dore	0 16	0 16
Lake trout	0 14	0 15
Fike	0 10	0 11
B. C. Salmon	0 21	0 22
Gaspereaux, each	0 05	0 05
Western Halibut	0 20	0 22
Eastern Halibut	0 20	0 20
Flounders	0 10	0 10
Perch	0 09	0 09
Bullheads	0 12	0 12
Whitefish	0 14	0 15
Eels	0 10	0 10
Brook trout	0 30	0 30
Mackerel (large), each	0 20	0 20
Mackerel (medium), each.....	0 18	0 18
Sword fish	0 16	0 16

ONTARIO MARKETS

TORONTO, Sept. 19.—The market during the past week in all grocery lines has been one devoid of any startling features. Most of the staple lines have remained at a steady price. Teas show an indication of a stronger feeling as do also coffees, but neither of these items show any change of an unusual nature. Eggs are beginning to show an easier tendency owing to a light export demand and the fact that the cold storage buyers have all that they can handle. Butter is in a strong position.

The indications of the pack of corn and tomatoes is anything but encouraging, and some doleful prophecies are being made as to the probable scarcity of these goods. There is no likelihood of a price being quoted in these lines for a couple of weeks to come. General business during the week is reported to have been of a very satisfactory character.

Waiting Market On Sugar Pending U.S. Action

Toronto.

SUGAR.—Sugar refiners have adopted a waiting attitude with regard to sugar. The trend of sugar prices depends entirely on the attitude adopted by the U.S. market to the recent set prices. The meltings of the past week have been unusually heavy, some 60,000 tons, many such weeks would make a very serious inroad into the available supply, and would seem to suggest the possibility of higher prices. At the present however, all the usual indications, have ceased to be effective, owing to the fact that the American food controller has overridden some of the natural marketing conditions, and it will be necessary to arrive at some adjustment, before future conditions can be forecast with any degree of certainty. As a result, buyers are largely staying out of the market, and buying only from hand-to-mouth. Such transactions as are taking place are mainly through second hands, jobbers disposing of stocks already on hand. The jobbers mainly are purchasing only what they require to meet their immediate needs.

There has been no indication during the week that would suggest any immediate change in price.

Atlantic extra granulated	9 14
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated	9 14
Can. Sugar Refinery, extra granulated	9 14
Dom. Sugar Refinery, extra granulated	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Spanish Layer Figs To Arrive

Toronto

FIGS, PACKAGE PEAS, SARDINES, AMMONIA.—Quotations have been received for Spanish layer figs to arrive. They are in 10 pound boxes and are quoted 2 inches \$2, 4 inches \$2.40. H and L. Package peas, 48's have shown a most decided advance going from \$4.80 to \$5.60. Crossed fish sardines are quoted at \$21.50 in case lots and \$22 in broken lots. Snowflake ammonia has advanced from \$1.55 to \$1.70.

Molasses Unchanged; Showing Stronger Feeling

Toronto.

MOLASSES AND SYRUP.—The general indications in molasses are all toward greater firmness. The quantity available is very limited and with a fairly brisk demand, prices have shown a decided tendency to strengthen. There has been no change in prices noted to date though the low range has in many cases been advanced. The difficulties of transportation from the centres of production is the greatest element in keeping prices decidedly firm.

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	

Cane Syrups—	
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50

Molasses—	
Fancy Barbadoes, gal.	0 80 0 82
West India, ½ bbls., gal.	0 48 0 50
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00
West Indies, 1½, 48s	4 40
West Indies, 2s, 36s	4 25

Tomatoes And Corn Prices Not Yet Out

Toronto.

CANNED GOODS.—Rather gloomy forebodings are the rule with regard to the balance of the pack of canned goods. The cold weather that has prevailed for some time past has had, as far as can be judged at this juncture a rather disastrous effect. The vines in many places have been killed or rendered sickly, and are therefore not producing more fruit, and in some instance the fruit already on the vines is not ripening. The first ten days pack of tomatoes showed only 3 per cent. of the average pack. If this is in any way a criterion the rather pessimistic estimate of a 25 per cent. pack may be justified. Corn too has felt the effects of the cold weather and has been affected, though to what extent it is early as yet to judge. Peaches and apples will also be light.

In canned salmons, there is a tendency to greater firmness in the Sockeye brands as well as in cohoes. There is a rumor from the Coast that the poorer grade salmon have once again begun to run, and it may possibly be that there will be a better supply of these than was at first expected.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, ½s, doz.	2 15	2 25
Chums, 1-lb. talls	1 95	2 25
Do., ½s, doz.		1 35
Pinks, 1-lb. talls	2 15	2 25
Do., ½s, doz.	1 25	1 30
Cohoos, ½-lb. tins	1 60	1 75
Cohoos, 1-lb. tins	3 25	
Springs, 1-lb. talls		3 15
Lobsters, ½-lb., doz.	2 85	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s		2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gallons, doz.		4 75
Pineapples, 2s	2 45	2 95
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 65	2 95
Do., strawberry, 16 oz.	3 00	3 05
Strawberries, 2s, doz.	3 65	4 25
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.		2 25
Black currants, doz.		3 45
Red currants, doz.		3 45
Raspberries, doz.	3 45	3 50
Cherries, 2s	2 75	2 90

Growing Scarcity Dried Fruit Lines

Toronto.

DRIED FRUITS.—There has been little change in these lines during the week except in the matter of a growing scarcity. English peels are practically off the market. Where they are available they would range in price about 4 cents a pound higher than the American commodity quoted. Prunes are very scarce indeed with some of the counts not offering at all. There is the same scarcity noted in dried apples and apricots. Australian currants show a slightly easier figure.

Apples, evaporated, per lb.		
Apricots, choice, 25's, faced		
Candied Peels, American—		
Lemon	0 25	0 26
Orange		0 29
Citron	0 30	0 35
Currants—		
Filiatras, per lb.		
Australians, lb.		0 23
Dates—		
Excelsior, pkgs., 3 doz. in case		3 90
Dromedary dates, 3 doz. in case	4 50	4 75
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced		0 16
40-50s, per lb., 25's, faced		0 15½
50-60s, per lb., 25's, faced		
70-80s, per lb., 25's, faced		
80-90s, per lb., 25's, unfaced		
90-100s, per lb., 25's, faced		0 10½
Peaches—		
Standard, 25-lb. box	0 13	0 15
Choice, 25-lb. boxes	0 14	0 16
Fancy, 25-lb. boxes	0 15	0 16
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16
Seedless, screened, lb.		0 13½

Teas In Strong Demand; Japans Advance 2 Cents

Toronto.

TEAS.—The fact that Japanese teas seem to have a shade the advantage over Indias and Ceylon, in the matter of being able reach the market by direct line steamers has had quite a strengthening effect on that market. Japanese exporters are speculating heavily, and as a result the market has become somewhat excited. A recent cable indicates an advance of 2 cents in medium grade Japans in the primary market. While no definite announcement of an advance in Ceylons has been made. Offers at something less than that advance have been promptly declined, and the indications are that a practical advance is in force.

Shipping conditions still continue to be a disturbing influence and represent a big factor in present prices. There is a decided strength in all grades of tea.

Ceylon and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans		0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movements.

Coffee Somewhat Firmer; Mocha Scarcely Obtainable

Toronto.

COFFEE.—The coffee market this week is ruling strong, with every evidence of prices being maintained at the present figures. Rios were the only grade that seemed to show a slightly easier feeling. Mocha is so scarce that it may practically be said to be off the market, while Java has advanced 5 cents on the primary markets. There is no indication of any coming changes.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 22
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Cloves Advance 4c On Primary Markets

Toronto.

SPICES.—Spices continue to be in strong demand with a general tendency toward firmness in almost every line. During the week a spectacular activity has been noted in cloves in the primary markets where they advanced 4 cents. There has been no advance on the general market, though a stronger feeling has naturally resulted from the price on the primary markets. White pepper showed a slightly easier tendency

though black pepper remained strong.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 45	0 55
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's		0 40
Do., 80's	0 45	0 50
Do., 64's		
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 35
Caraway seed, whole	0 75	0 80
Cream of Tartar—		
French, pure		0 60
American high test		0 65

Hints Of Lower Prices In Southern Rice

Toronto.

RICE AND TAPIOCA. — Eastern rices remain strong in price though there has not been any advance during the past week. From the South however, there comes a hint of declining prices. The announcement of a decline of ¼ cent on the primary market gives color to the supposition that there is a tendency toward cheaper prices in that direction. Tapioca remains in good demand with no likelihood of cheaper prices owing to the heavy freight rates.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs.		0 12½
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 25	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 16

Canadian Bean Crop Suffers; Rangoon Easier

Toronto.

BEANS.—There is an easier feeling in the market for Rangoon, beans holders being anxious to unload their stocks before the Canadian beans come on the market. Shipments of these beans are now arriving, and samples have gone to the chief analyst, at Ottawa, and some shipments have already been certified for sale. The indications for the Canadian bean crop are not quite as favorable as they were. Some districts have reported a frost damage of as high as 30 per cent. while the crop generally is backward from the continued cool weather, and is liable to have suffered to a certain extent, though just how far this is so, will not be known for some little time. It will be probably a matter of two weeks before quotations can be made on Canadian beans.

From Michigan reliable reports indicate a 15 per cent. damage from adverse weather conditions.

Ontario, 1-lb. to 2-lb. pickers, bu.		
Can. whole kidney beans, bush.		
Rangoons, per bush.	7 50	8 00
Yellow eyes, per bushel		
Japanese, per bush.		
Limas, per pound	0 16	0 20

Shredded Wheat Advances 25 Cents

Toronto.

PACKAGE GOODS.—The only vari-

ation in this list is in Shredded wheat that showed an increase of 25 cents a case making the price \$4.25. Individual cartons were quoted at \$1.45.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s	4 80	5 00
Shredded wheat, case		4 25
Cornstarch, No. 1, pound cartons		0 12
No. 2, pound cartons		0 11
Starch, in 1-lb. cartons		0 12
Do., in 6-lb. tins		0 13¾
Do., in 6-lb. papers		0 09½

Brazil Nuts Advance One Cent

Toronto.

NUTS.—Very light supplies are the rule in the nut market, with only a moderate demand. The only change noted during the week was in Brazils, which showed an advance of 1 cent.

In the Shell—

Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 19	0 20
Filberts, lb.	0 20	0 21
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 16	0 21

Shelled—

Almonds, lb.	0 40	0 48
Walnuts, lb.	0 56	0 63
Walnuts, California		
Peanuts, Spanish, lb.		0 18
Do., Chinese, Japanese, lb.		0 16

Fish Supply Light; Oysters At High Prices

Toronto.

FISH.—The main feature of this week's market, is the arrival of the first shipments of oysters. These shipments are very light as yet, and are likely to remain so for a couple of weeks price ranging from \$2.75 to \$3.00 a gallon.

Weather conditions have been very much against the fish supply. Heavy storms on both coasts while some of the fish houses are reporting their lake boats very late in arrival.

Halibut despite the general scarcity of fish showed a tendency to be slightly easier, while mackerel declined two cents. Fresh herring on the other hand showed an advance of a cent.

Demand still continues to be brisk. Supplies are expected to pick up within the course of the next week or so.

SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipperd herring, per box	1 50	1 75
Digby herring, bundle 5 boxes		1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	3 00	3 25
Salt mackerel, kits 15 lbs.		2 25
Labrador salt herring, barrels		9 75
Do., half barrels		5 00

FRESH SEA FISH.

Halibut, medium, fresh, lb.		0 21
Halibut, frozen	0 18	0 19
Salmon, B.C., humpback	0 17	0 22
Haddock, express, lb.		0 08
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.		0 09
Cod, market, heads off, lb.		0 08
Mackerel, lb.		0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.		

FRESH LAKE FISH.

Herring, per lb.	0 09	0 10
Pike, lb.		0 12
Whitefish, lb., fresh		0 15
Trout, lb., fresh		0 15

Tullibeas, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00

Tendency To Higher Prices; Tomatoes Scarce

Toronto.

VEGETABLES.—Red peppers showed a strong demand, some selling as high as three dollars, though the general market figures remained at a range of from \$1.25 to \$1.50. Both green and wax beans, were in light supply, and good samples were eagerly snapped up.

Tomatoes were very scarce for this time of year and as a result ruled higher in price. The indications are that many of the vines have been caught by frost, and that there will not be a heavy supply from now on. Potatoes inclined to a little easier feeling, and turnips appeared in somewhat larger quantities the new arrivals being in bags.

Beets, 11-qt. basket	0 25	
Do., bag	1 00	
Beans, green, string, 11-qt.	0 50	1 00
Do., golden wax, 11-qt.	0 50	1 00
Corn, doz.	0 20	0 25
Cucumbers, Can., 11-qt. basket..	0 40	0 75
Gherkins, 11-qt.	0 75	1 75
Cabbage, Canadian, doz.		0 40
Carrots, new, basket		0 25
Do., bag		1 00
Celery, Mich., doz.	0 40	0 50
Do., Canadian, doz.	0 40	0 50
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches.	0 30	0 40
Canadian head lettuce, doz.		0 50
American head lettuce, doz.		1 25
Mushrooms, lb.		0 75
Onions—		
Green, per doz. bunches.	0 20	0 25
Spanish, crates	4 00	4 25
Do., half crates		2 25
Do., Canadian, 75-lb.		2 75
Do., American, 100-lb.	3 50	3 75
Potatoes—		
New Ontario, bag	1 50	2 00
Green peppers, basket	0 50	0 75
Red peppers, 11 qt.	1 25	1 50
Tomatoes—		
11-qt., No. 1	0 60	0 75
6-qt., No. 1	0 30	0 40
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 75	1 00
Vegetable marrow	0 20	0 25

Canning Peaches Arriving; Lemons Show Wide Range

Toronto.

FRUIT.—The real canning peaches are beginning to come on the market. A few early Crawfords have arrived, and within the course of the coming week there will probably be a good supply. Receipts this year, however, are far below those of former years in Ontario fruits. Ontario cantaloupes were arriving in good quantities with not a particularly brisk demand. Grapes are still a comparative novelty and brought good prices.

California bartlett pears are practically off the market, but there are a good supply of the same variety from Colorado to be had. Malaga and Tokay grapes are also much in evidence with the tendency rather favoring lower prices.

Valencia oranges also showed a slightly easier feeling. In lemons the market is fairly heavily loaded and there is not a very brisk demand. There is a wide variety in quality too that accounts for a considerable variation in price.

Apples—		
Hampers, American	2 75	
California, boxes	2 50	3 25
Do., boxes		3 00
Do., Ontario, 11-qt.	0 30	0 75
Do., Ontario, bush. hampers..	1 25	2 00
Bananas, yellow, bunch	2 25	2 75
Cantaloupes, 45s, case	4 50	5 50
Do., 12-15s, case	1 75	2 25
Do., Ontario, 16-qt.	0 60	0 85
Blueberries, 11-qt.	1 75	2 00
Grapes, Ont., 6 qt.		0 50
Grapes, Leno, 6 qt. flats.		0 25
Lawtonberries, qt.	0 16	0 18
Oranges—		
Cal. late Valencias	3 50	4 25

Lemons, Cal., case	6 00	6 75
Do., Verdillis, case	5 00	6 50
Peaches—		
Ont., Early Crawford, 6-qt.	0 40	0 65
Do., 11-qt.	0 65	1 25
Pears, Col. Bartlett, box.	2 50	2 75
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 75
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Niagaras, 6 qt.	0 50	0 65
Do., 11 qt.	0 75	1 00
Bradshaws, 11 qt.	1 00	1 25
Washingtons, 6 qt.	0 25	0 50
California grapes, Tokays	2 75	3 00
Do., Malagas	2 25	2 50

MANITOBA MARKETS

WINNIPEG, Sept. 19.—A small news item appeared in the local papers last week to the effect that there had been an unexpected run of Sockeye and Cohoes on the Pacific Coast. It gave the impression that this had taken place in British Columbia as well as in Washington, but up to the time of writing, nothing has come through from the Coast to indicate whether this run has been on the Canadian side, or whether it will affect the pack.

The representative of one of the biggest packers stated that these reports should be taken with a grain of salt. Even though there had been an unexpectedly heavy run, it could not materially affect prices. It would no doubt catch the packers off their guard. He admitted the newspaper despatches had caused uneasiness here, but all their advices recently had been to the effect that Sockeyes were firm, and one packer was delivering only 8 per cent. on Sockeye tails. If this reported late run has taken place only in the State of Washington, conditions would not likely be affected here, as the duty from the States into Canada is too heavy—37½ per cent.

There has been a feeling of uneasiness lately among the wholesalers regarding cereals. They have reached abnormal levels, and there is a tendency for jobbers to feel their way until the market rights itself again. While the mills are all quoting \$3.75 on bulk rolled oats, the wholesale houses have been offering it at much lower figures, quotations ranging from \$3.30 to \$3.45.

Heavy Demand For Sugar Following Shortage

Winnipeg.

SUGAR.—The Redpath refinery announced to the trade last week that they could ship promptly, and their price is \$9.75 per 100 lbs. for standard granulated. Other refineries are also in a position to make deliveries, and there is a good demand. The public awakened to the fact that there was liable to be a shortage of sugar and began to buy heavily. Dealers have been busy catering to this heavy demand, after which there will probably be quietness for some time.

Weak Tendency To Corn Syrup

Winnipeg.

SYRUP.—No change has taken place in any quotations. Molasses is keeping very firm. As regards corn syrup, there has been a weak tendency on account of the reported heavy corn crop. On the other hand, glucose was up 25c per cwt. last week, and there was a report of damage to corn crop by frost. However, if reports regarding the corn crop continue good, there should be a falling off in the price of corn syrup before long.

NEW ORLEANS MOLASSES.		
24 by 2 lb. tins		\$3 15
24 by 3 lb. tins		4 25
12 by 5 lb. tins		3 80
6 by 10 lb. tins		3 70

CORN SYRUP.		
Beehive and Crown—		
2-lb. tins, 2 doz. case, per case.		5 28
5-lb. tins, 1 doz. case, per case.		5 68
10-lb. tins, ½ doz. case, per case.		6 41
20-lb. tins, ¼ doz. case, per case.		6 42
White Clover and Lilly White—		
2-lb. tins, 2 doz. case, per case.		5 78
5-lb. tins, 1 doz. case, per case.		6 18
10-lb. tins, ½ doz. case, per case.		5 91
20-lb. tins, ¼ doz. case, per case.		5 92
Barbadoes Molasses—		
In half barrels, per gal.		0 85
New Orleans Molasses—		
Blackstrap, half barrels, wood, per gal.		0 50

ROGERS SYRUP.		
24 by 2 lb. tins, case.		5 25
12 by 5 lb. tins, case.		6 15
6 by 10 lb. tins, case.		5 75
3 by 20 lb. tins, case.		5 60
12 by 3 lb. seal glass jars.		4 20

California Figs High; Evaporated Apples Scarce

Winnipeg.

DRIED FRUITS.—Evaporated apples are very scarce, and all information coming in from the East regarding new crop indicates that prices during the coming year will be high, and that supplies will be hard to secure. Very little news has been received this week regarding dried fruits, and there seems to be little change locally. Some enquiries have been received for California cooking figs, but prices are very high. On the basis of San Francisco quotations, the retailer would have to charge his customer 15c per lb. Portuguese figs can be laid down here to sell at 10c, but deliveries are rather uncertain. As regards dates, there seems to be only one house in the United States shipping.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.		0 11½
80-90s, 25-lb. boxes, per lb.		0 12
50-60s, 25-lb. boxes, per lb.		0 13

Oregon Prunes—		
100s and over, 25-lb. boxes, per lb.....	0 08½	
90-100s, 25-lb. boxes, per lb.....	0 10¼	
80-90s, 25-lb. boxes, per lb.....	0 10½	
Dried Fruits—		
Apples, evap., 50-lb. boxes, lb..	0 13¾	
Apples, 25-lb. boxes	0 14¼	
Apples, 3-lb. cartons, each.....	0 52	
Pears, choice, 10-lb. boxes, faced	0 16½	
Apricots		
New, choice, 25's	0 24	
New, choice, 10's	0 25	
Peaches—		
Choice, 25-lb. boxes		
Choice, 10-lb. boxes	0 13	
Currants—		
Fresh cleaned, bulk, lb., Australia	0 19½	0 21
Dates		
Hallowee, 68-lb. boxes.....	0 18	
Fards, box, 12 lbs.	2 05	
Raisins, California—		
16 oz. fancy, seeded	0 12¾	
16 oz. choice, seeded	0 11¾	
12 oz. fancy, seeded	0 10	
12 oz. choice, seeded	0 09¾	
Raisins, Muscatels—		
3 crown, loose, 25's	0 11¼	
3 crown, loose, 50's	0 10¾	
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes...	0 10½	
3 crown, loose, 10-lb. boxes...	0 11	
Figs—		
Mediterranean, 33-lb. mats.....	0 07¼	
Peel—		
Candied lemon, boxes, lb.....	0 21	
Candied orange, boxes, lb.....	0 22	
Candied citron, boxes, lb.....	0 26	
Cut mixed, in 1-lb. cartons, doz.	2 80	

Brazil Nuts

Are Slightly Higher

Winnipeg.

NUTS.—The market is steady on most lines. There was a slight increase in the price of Brazils in the primary market. Bordeaux halves walnuts advanced 1½c per lb.

NUTS—IN SHELLS.

Almonds, Tarragano (soft shell), lb.	0 20	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.		0 18½
Peanuts, Virginia—		
Choice roasted, fresh, lb.	0 14¼	
Fancy roasted, fresh, lb.	0 15¾	
Jumbo, roasted, fresh, lb.	0 17	
Salted peanuts, 5c pkts., 20 in carton, per carton	0 65	
Walnuts, French Marbots, lb.	0 14½	0 15
Walnuts, Manchurian (Jap.), lb.	0 13½	0 15

NUTS—SHELLED.

Spanish Valencia Almonds—		
28-lb. boxes, lb.	0 41	
Less quantities, lb.	0 41½	
French Bordeaux Walnuts—		
In 55-lb. boxes, lb.	0 58	
Less quantities, lb.	0 58½	
Spanish Shelled Peanuts—		
No. 1 Spanish, lb.	0 14½	

Easier Feeling On

Barley And Peas

Winnipeg.

DRIED VEGETABLES.—There is a certain amount of demand for beans even at the high price, but nothing startling. No change has been made locally on beans, but there is an easier feeling on barley and peas, although locally prices have not been affected as yet. Reason given for this is that local firms have not been advancing their price with the market, therefore their present quotations on barley and peas are correct. The following are quoted on barley, to-day in Winnipeg:

Barley, pot. 98's	5 20
Barley, pot. 49's	2 62½
Barley, pearl, 98's	7 15
Barley, pearl, 49's	3 60

New Rice Quotations

To Go Into Effect

Winnipeg.

RICE AND TAPIOCA.—Dealers can

certainly expect higher prices on rice. Jobbers state that quotations on rice to-day from the mills are 100 per cent. higher than they were formerly. One jobber says he will shortly be quoting two cents per lb. higher than we quoted last week. Another house gave us the following figures:

Extra fancy Japan, 100-lb. boxes.....	0 07½
Fancy Japan, 100-lb. boxes	0 07¼
Choice Japan, 100-lb. boxes.....	0 06¼
Siam, 100-lb. boxes	0 06½
Siam, 50-lb. boxes	0 05½

Coffee Market

Lower, But Active

Winnipeg.

COFFEE.—The primary market has been very active again at even lower prices, quotations being half to three quarter cents under last week's quotations. Brazilian Government continues to buy, but their action has not yet had the effect of easing the situation much.

GREEN COFFEES.

Rio New York grading, standard, No. 5, bulk, lb.	0 16
Rio New York grading, standard, No. 7, bulk, lb.	0 15¼
Santos, lb.	0 18½
Bourbon, lb.	0 20½
Maracaibo, lb.	0 21¾
Mexican, lb.	0 22½
Bogota, A, lb.	0 24¾
Bogota, B, lb.	0 22¾
Costa Rica, lb.	0 28¼
Java, lb.	0 29½

Some Lines of Spices

At Prohibitive Prices

Winnipeg.

SPICES. — Prices are very high. Caraway seed, celery seed and cloves are selling at practically prohibitive prices. A carload of Singapore black pepper was sold here this week at 22¼ c.i.f. Winnipeg. In normal times this quotation would be eight or nine cents, fourteen cents being considered very high.

Italian Prunes Arrive;

Tokay Grapes \$3.50

Winnipeg.

FRUIT AND VEGETABLES.—Egg plants are quoted at \$3.00 per bushel. B.C. crabapples, Transcendents, have jumped to \$1.75 per box. Italian prunes have arrived, opening up at \$1.25 per crate. Washington pears have declined to \$2.75 per crate. Tokay grapes have come down 50c per crate, and are now quoted at \$3.50. Some houses are asking \$1.35 for Italian prunes, and it looks as though these will not be cheap this year. Southern barrel apples, selling at \$7.50-\$8.00 are about the cheapest apples on the market now. Oranges and lemons are moving slowly. Peaches and Italian prunes are the biggest sellers.

Corn, imported, bush.	1 50
Egg plant, bushel	3 00
Potatoes, new, B.C.	0 75
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Lettuce, leaf, doz.	0 15
Parsley, home grown	0 40
Tomatoes, Ont. and B.C., case..	1 00

Fruits

Apples, crab, B.C. Transcendents, box	1 75
Oranges, Valencias	5 00
Lemons	8 00
Bananas, lb.	0 05½
Cantaloupes, flats	2 50

Cantaloupes, standard, 45 to case	5 00
Pears, Washington Bartlets, crate	2 75
Plums, Tragedy, crate 4-basket..	2 00
Plums, Washington	2 00
Italian prunes, 18-lb. box.....	1 25
Apples, Southern, bbl.	7 00
Apples, Cal. Gravenstein, box	3 00
Apples, Wash., assorted varieties, box	2 25
Grapes, Malaga, crate	2 50
Grapes, Tokay	3 50
Blackberry, crate	4 50
Peaches, Washington, crate	1 50

Salt Herring Arrives,

½-Bls 7.25; 20-lb Pails 1.85

Winnipeg.

FISH AND POULTRY.—Despite the reported half run of Sockeye and Cohoes, the price of fresh salmon did not decline last week, and is still 20c per lb. Halibut is holding up in price, bringing 19c per lb. Fall fishing on the Winnipeg lakes has only just started, and pickerel had not arrived last week in any quantity; thus it was difficult to obtain quotations. Smoked goldeyes are arriving in large quantities, and are selling at 70c per dozen. New season stock of salt herring has arrived, price being higher than has prevailed for the past few months; half barrels are now \$7.25, and 20 lb. pails \$1.85. There is an ample supply. Atlantic haddock, mackerel, etc., is expected in a day or two. Poultry is meeting with very little sale. Fowls are selling at from 18 to 20c live.

Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod	0 12
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, new, ½ bbl.	7 25
Salt herrings, 20-lb. pails	1 85
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½
Poultry—	
Broilers, lb.	0 30
Fowl, lb.	0 18

CANNED SALMON IN STRONG DEMAND

Robert Henry & Son, who are general sales agents for Canada for the British Columbia Packers' Association of Vancouver, B.C., report an active demand for canned salmon, and report the running of fish on Canadian waters has increased, but not to such an extent that will lead to reduced prices. There is a large demand from New York buyers; but no sales reported, as Canadian buyers have the preference.

INCREASED YIELD OF BEANS AND CORN

More attention has been given to food crops in the interior of Venezuela than in former years, due partly to the efforts of the Government to stimulate food production.

It is reported that yields of beans and maize have been exceptionally large in many localities. Due to the effect of this on local markets, combined with the high prices prevailing in the United States, there is a considerable export movement of maize to that country.

BUTTER AND CHEESE**Value and Production of Canadian Butter and Cheese**

According to a report from the Census and Statistics Office, the total number of creameries and cheese factories operating in Canada in 1916 was 3,446. Of these 993 were creameries, 1,813 cheese factories, 624 combined factories (cheese and butter), and 16 condensed milk factories. The total number of patrons contributing to creameries and cheese factories in 1916 was 221,192. The deliveries of milk amounted to 2,600,542,987 pounds and the deliveries of cream to \$157,620,636 pounds.

The two chief dairying Provinces of the Dominion are Ontario and Quebec, the former producing more cheese than butter, and the latter more butter than cheese. The two Provinces together produced about 70 per cent. of the total creamery butter and about 98 per cent. of the total of factory cheese. In Ontario the establishments in 1916 numbered 1,165 and the patrons numbered 87,325, while in Quebec the establishments numbered 1,984, and the patrons 79,145. The average number of patrons per establishment was 75 in Ontario and 40 in Quebec.

The total production of creamery butter in Canada in 1916 was 82,564,130 pounds, valued at \$26,966,357, as compared with a production in 1915 of 83,824,176 pounds, valued at \$24,368,636.

The average price per pound of creamery butter for all of Canada was 33 cents in 1916, as compared with 30 cents in 1915. The highest average price in 1916 was in British Columbia, where butter sold for 42 cents, and the lowest was in Prince Edward Island, where it brought only 30 cents.

The total production of factory cheese in 1916 was 192,968,597 pounds, valued at \$35,512,530, as compared with 183,878,898 pounds, valued at \$27,587,775, in 1915.

Nearly all the cheese produced in Canada is exported to Great Britain. A customs statement of the exports of Canadian cheese for the fiscal year ending March 31, 1917, places the amount exported at 180,733,426 pounds—within about 12,000,000 pounds of the entire Dominion production. The value of the exports of Canadian cheese is placed in the customs returns at \$36,721,136, or considerably higher than the valuation placed upon the total production according to the census returns.

The exports of Canadian butter for the same fiscal year amounted to 7,990,435 pounds, valued at \$2,491,992, nearly all going to Great Britain. The butter exported was, in the main, surplus production, for the entire amount of butter imported into Canada during the fiscal year 1917 was less than 1,000,000 pounds.

GUADELOUPE COCOA AND SUGAR CROPS

There is every indication that with continued good weather the coming crop of cocoa, the harvesting of which will probably commence early in November,

will be very good. The trees and pods being in splendid condition, it is hoped that the present hurricane season—August, September, and October—will pass without the severe losses that a few hours of heavy wind will cause.

Two effects of the war, the scarcity of labor and of tonnage, will probably be felt to some extent by the cocoa planters, but in spite of these drawbacks a profitable harvest is expected.

The markets of France always take the entire output of the colony, which annually amounts to more than 2,000,000 pounds.

Although statistics for the sugar harvest of this colony, which began last January and ended in June, are not yet available, it is known that the crop has been less than the normal yield of about 40,000 tons. Weather conditions throughout the growing season were quite favorable for the growth of the plants, but the estates are beginning to feel the effects of the long-continued planting of cane, and the planters are finding it more necessary to use fertilizers. However, the high prices for sugar and rum have more than made up for the short crop and all concerned are content, the planters having received better prices for their cane and the laborers higher wages.

The 13 centrals of the colony having ceased grinding earlier than usual, the bulk of the sugar has already been shipped to France. The shortage of shipping and the high freight rates have delayed the exports of rum.

CONTRACTS FOR SALMON.

Transatlantic freight rates on salmon have risen, it is said, from before the war figures of approximately \$3.60 a ton to \$60 a ton, with prospects of a further increase. Despite this fact, arrangements have been in progress for the last month for the shipment during the winter of a large consignment of salmon from Canada and the United States to Great Britain and France, many of the contracts having been signed up in Vancouver. The arrangements made, it is said, concern no less than 200,000 cases of salmon.

ARSENIC FOUND IN BORAX SAMPLE

A recent report upon fifty-five samples of borax after examination by the Inland Revenue Department, indicated that twenty-one samples were found genuine and without excess of arsenic; nineteen were found genuine but with excess arsenic; two were found to contain carbonate of soda declared, and thirteen were found to contain carbonate of soda without declaration and were therefore adulterated.

While Borax is largely employed for laundry purposes, it is also extensively used as a food preservative and also as a general antiseptic. For the last two uses it should be free from more than traces of arsenic and should be true to name. A considerable portion of the samples were found to contain much

more than four parts per million as provided by order in council, in fact, were as high as 50 to 100 parts per million. The report advocated that borax to be used as a food preservative should be distinguished by its purity from that used for laundry purposes, which does not require to be so free from arsenic.

NICARAGUAN COFFEE CROP

The coffee crop of Nicaragua for the year 1917 is generally regarded as an average one, there being no indication that it will exceed the annual average yield of 24,000,000 pounds. Most of the coffee has been shipped from the three great coffee districts of Matagalpa, Las Sierras and Los Pueblos, and a quantity is still held in warehouses awaiting shipment to foreign ports.

Up to the end of July, according to the report of a large commission merchant, 17,289,929 pounds had been exported. These figures are regarded as reliable, although not authorized by the government.

For the year 1916, 10,452,839 kilos, or 23,044,329 pounds of coffee were exported, the value being \$2,170,786, or a fraction more than 9 cents per pound. France was the largest purchaser of the 1916 crop, taking about 45 per cent. of it, and much of the 1917 crop has been exported to France also. The United States is the second largest purchaser of Nicaraguan coffee, having imported 38 per cent. of the 1916 crop. The value of the coffee exported to France in 1916 was \$918,019; to the United States, \$826,770.

It is not possible to obtain any data as to the acreage under coffee cultivation in the three producing districts. It is generally known that a good tree bears about 1 pound annually and that the cost of production is 5 cents per pound.

MEXICAN BANANA-FLOUR FACTORY

The recent erection of a banana-flour factory in Tabasco, Mexico, has aroused great enthusiasm among the agriculturists of that State. The planting of bananas there has been neglected of late, and the establishment of this factory will revivify the industry. The equipment was purchased in the United States.

As a sequence of the installation of this factory, Gen. Alvarado has suggested that a series of conferences be held in the different villages and on the larger estates in Tabasco, for the purpose of making a careful study of banana culture, methods for extracting the flour, and the best way to obtain a more abundant yield from their plants.

CONSIDERING INTRODUCTION OF MARGARINE

There is a report current to the effect that Mr. Hanna has under contemplation the removal of the restriction on the importation and sale of Oleomargarine. In the absence of the Food Controller the office of this department continues to be reticent upon this point.

FLOUR AND CEREALS

Flour Is Easier; Buying Brisker

Montreal.

FLOUR AND FEEDS.—Business in flour is reported better in general, and the outlook is for more activity. Decision by the Government in regard to the prices for wheat in the three grades has had the effect of steadying matters, but the basis of business is still awaited by the millers. No. 1 wheat is fixed in price at \$2.21 per bushel, No. 2 at \$2.18, and No. 3 at \$2.15. Prices of flour as previously quoted had been based on \$2.40 wheat, and there is accordingly a decline to record this week as compared with the figures quoted last week. No prices has been fixed as yet for mill-feeds, and this may have an important bearing on flour market conditions. Should feeds come down then, flour will have to go up to square the matter of the millers' margin which is claimed to be very small on flour. New wheat is now being milled, and the quality is reported excellent. So good is the wheat this year as far as can be discovered to date that there promises to be almost a famine of low grade grain for chicken feed, and the prices of this class of grain are firming. Of course later on more low grade grain may be available. Winter wheat flour remains firm supply being deficient so far, to meet demand. Feeds are steady at prices quoted last week, and their market is firm with plentiful demand. Feed oats were easier this week, but there is not very good news of the oat crop generally, and this product may be higher priced.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents		12 50
90%, in wood		11 50
90%, in bags		5 50
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 82

Cereals Steady; Oats Are Firm

Montreal.

CEREALS.—With reports to the effect that the oat crop is likely to prove disappointing an undertone of firmness is found in the market for rolled oats, though prices remain steady. The wheat-based cereals show declines due to the fixing of wheat prices and alterations in flour to meet the market ac-

cordingly. There is said to be a strong tendency in package goods especially the products manufactured from oats at present, and these lines are in firm market though not altering in price as yet. The fluctuations in corn prices lately due to frost rumors from the South have made this market uncertain, and the corn based cereals may be affected to firmness should the facts of the Southern frosts reveal wide damage to the crop. This, it is thought will not develop seriously.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.		5 55
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25
Rolled oats, 90-lb. bags		4 65
Whole wheat flour, 98 lbs.		5 55
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Flour Unchanged; Decline Unlikely

Toronto.

FLOUR.—Prices remained stationary during the past week, and to the present there is no indication of any further decline. There has been some uncertainty and excitement owing to the talk of fixed prices, but most of the millers are of the opinion that there is very little likelihood of any such action on the part of the food controller, as such action has already been anticipated by the mills themselves, who have reduced prices well on a line with the set price on wheat. The wheat market gives no indications of any possible change as most of the transactions noted are at the named price. Buyings have fallen off to some little extent, but there is a fair demand.

The local demand for flour is good, a considerable improvement over the trade of some weeks past. The quotation price on Ontario winter wheat flour remains \$10.85 to \$11 per barrel.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.85-11.00	11.05-11.20
Second patents	10.65	10.85

Rolled Oats Show Wide Range

Toronto.

CEREALS.—Something like a little private war among the millers, or some-

thing of that nature made the price on rolled oats a very uncertain proposition during the past week. The prices ranged all the way from \$3.75 to \$4.25. Such prices are well below the figures actually justified by present conditions. Corn flour is somewhat easier being quoted from \$5.90 to \$6. Oatmeal showed a stronger tendency selling from \$4.75 to \$5.50. Yellow cornmeal was shaded off a little in price. Other cereals seemed rather to have an advancing tendency.

	Less than car lots
Barley, pearl, 98 lbs.	7 75 8 00
Barley, pot, 98 lbs.	6 25 6 50
Cornmeal, yellow, 98 lbs.	6 25 7 00
Corn flour, 98 lbs.	5 90 6 25
Farina, 98 lbs.	6 10 6 50
Graham flour, 98 lbs.	5 75 6 20
Hominy, grits, 98 lbs.	6 25 6 35
Hominy, pearl, 98 lbs.	6 25 6 35
Oatmeal, 98 lbs.	4 75 5 50
Rolled oats, 90 lb. bags	4 25 4 60
Rolled wheat, 100-lb. bbls.	6 00 6 50
Wheatlets, 98 lbs.	6 10 6 50
Peas, yellow, split, 98 lbs.	9 50 11 00
Blue peas, lb.	0 09 0 12

Above prices give the range of quotation to the retail trade.

Lighter Demand In Feed; Prices Firm

Toronto.

MILL FEEDS.—A lighter demand continued to be in evidence in all mill feeds, due to the good pasturage at present available. From one source or another however the mills are receiving a fair amount of business.

There has been no change in prices during the week.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35-...	\$37-...
Shorts	40-41	42-43
Special middlings	50-...	52-...
Feed flour, per bag		3.05-3.60

Price Of Flour Not Fixed Yet

Winnipeg.

FLOUR AND FEED.—Last week the flour market dropped 11.50 to 11.20. Millers however state that this is not a fixed price, and that all they can say is that 11.20 is a temporary price based on the fixed price of wheat, which might be subject to revision at the hands of the millers. It was stated that it would probably be two weeks before a definite decision as to price of flour was reached. However, it was agreed that it would be somewhere around 11.20. Rolled Oats.—Bulk oats are still selling at \$3.75. Millers are experiencing difficulty getting sufficient oats, and many mills are only running half time. Feeds.—Bran and shorts are selling at 35.00 and 39.00. At these prices, which have prevailed

for several weeks, millers are considerably oversold, especially on shorts. High prices are likely to rule on feeds until some relief comes; this will probably come from the corn crop, which in Southern and Eastern United States is much heavier than usual, and should afford relief to heavy feeders of stock. Reports state that corn has suffered from frost, and consequently this corn would help out the supply of feeds.

Flour—	
Best patents	11 00
Bakers	10 20
Clears	9 60
XXXX	8 60
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 15
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00
Mixed chop, ton	54 00

PRODUCE AND PROVISIONS

(Continued from page 46)

Lard, Pure—	
Tierces	0 26
20s	5 50
Cases, 5s	16 12
Cases, 3s	16 20
Lard, Compound—	
Tierces	0 20 ¹ / ₂
Tubs, 50s, net	10 50
Pails, 20s, net	4 45
Fresh Eggs—	
New laids	0 39
Cheese—	
Ontario, large fresh	0 24
Manitoba, large fresh	0 23
Butter—	
Fresh made creamery, No. 1 cartons	0 43
Fresh made creamery, No. 2	0 42

BARUCH—WALL STREET PLUNGER ON A BIG JOB

(Continued from page 30.)

sand acres, Baruch spends his playtime, shooting a little himself, but taking most pleasure in the fun his friends get out of it.

Nearly twenty years ago he married Miss Anne Griffen, of New York, whose father was a dealer in plate glass. They have three children—Miss Belle, who is eighteen years old, has recently been graduated from the Rayson School, and is a celebrated equestrienne; Bernard M., Jr., who is sixteen, a student at the Milton Academy, near Boston; and Renee, who is thirteen. They are unusually handsome and vigorous young people.

Since his appointment to his post in the Council of National Defence, Mr. Baruch has been hard at work in Washington, finding little time even for visits with his family. Whenever he goes to New York or to Long Branch for a brief stay, or to his own Long Island country place, he goes armed with a library of reference-books on metals, and with memoranda and documents from his office in the Munsey Building in Washington. He takes little time for play, for he cannot tear himself away from the Government work. He appears to put into it the same degree of energy and enthusiasm that characterized his private activities as one of the most daring operators Wall Street ever knew.

OYSTERS SCARCE, BUT PROFITABLE

(Continued from page 26.)

Under proper care, oysters will last in the very best of condition in the re-

tailer's store for a good week. This is ample time in which to dispose of them.

To make an effective sale of oysters, the merchant must first learn to handle them properly by keeping them cold and protected from dust, and free from anything except their own natural liquor. Then he should buy in sufficient quantities to make it worth his while featuring these goods, and should keep them in some way in the public eye. He should also be willing to give a little service with the sale. Many a sale has been lost because the housewife has not enough milk in the refrigerator to provide a stew, but the merchant has not seen that it is in his interest to see that he gets a supply for her, even if this little transaction represents no profit for himself. Then, too, it is wise sometimes for the grocer to suggest that oysters can be used in other ways besides in a stew, which is the way that most people seem to picture them. Suggest some other ways and push the sale of these goods. Whatever their price, if properly handled, and properly advertised, they should prove a money-maker for the merchant.

TO REGULATE PACKING INDUSTRY

Government regulation of the meat packing industry will be the next move of the Food Administration. A voluntary offer of representatives of the packers to put their plants under a licensing system made to Herbert Hoover, the Food Administrator, at a recent conference, was accepted, and a plan of control will be drawn up shortly.

The packers, numbering about a score, went to Washington to take up with Mr. Hoover the threatened meat shortage and the subject of rising prices. They were of one opinion that prices can be brought down little unless a determined effort is made to increase the production of livestock. The export demand they believe will maintain prices at high level until long after the war has ended.

A licensing system for packing houses was provided in the Food Control Bill. Putting it into operation, Food Administration officials believe, will go far towards eliminating hoarding and speculation and stabilizing prices. The packers will confer soon with cattle growers to discuss the Food Administration's plan for removing herds from the West to better feeding districts in the East and South.

BLIGHT AFFECTS N.B. POTATOES

Reports from Fredericton, N.B., state that the Dominion plant pathologist has been informed by field inspectors that about 60 per cent. of the growing potatoes of New Brunswick have been "killed down" by blight, and no more growth will take place in fields so affected. The northern and more inland portions of the Province have suffered less than the southern and coastal regions.

This means that the yield of potatoes will be greatly reduced, and in spite of an increase in planted acreage of about 25 per cent. the recovery will probably

not exceed the 1916 total. It is explained that this estimate does not take account of a possible loss by rot, which may follow in the case of potatoes affected by blight.

Reports from districts in which the growing plants were thoroughly sprayed with the "Bordeaux mixture" indicate that that method of treatment has proved largely successful in preventing blight.

WINDOW DISPLAYS TEACH CONSERVATION

Plans are now being perfected for a widespread campaign in visualized publicity to convince the people of the United States of the necessity for food conservation and to show the best methods of food substitution.

Window displays in the retail stores all over the United States are to be used to tell in the most forceful way possible the aims of the United States Food Administration. The helpful co-operation necessary for the success of this plan is being secured through the various mercantile associations of the country, and the response already received is such as to guarantee the most complete success ever reached by any such plan of publicity and education.

In part this great educational campaign will be conducted in the form of a contest, with prizes for the best window displays, under the supervision of the United Publishers' Corporation, as representative of the trade papers of the nation. The voluntary services of these publications have been secured through Elbridge L. Howe, of the National Retail Dry Goods Association, who is now working in Washington with the Food Administration. The plans perfected have been submitted to the Food Administration. The contest will close October 21.

All displays are to be governed by the briefly defined policy of the Food Administration that the national problem is to feed the allies this winter by sending them as much food as possible of the most concentrated nutritive value in the least shipping space. These foods are wheat, beef, pork, dairy products and sugar.

The success of the plan for this educational campaign does not rest entirely upon the contest idea. Many merchants have said that while they have no desire to participate in the window contest, they are quite willing to make their displays as a patriotic contribution to a cause the importance of which they recognize.

The window displays will be started next week throughout the country.

RECORD SALMON RUN

Request for help has been sent to employment agencies by canning industries of Astoria, Oregon, several of whom have been blocked by the great number of salmon being caught in the Columbia River. Veteran fishermen say the run is the greatest in years and estimate that one week's catch recently approximated 3,000,000 pounds.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Sept. 18.—The only cheerful note this week is the reduction in the price of flour, which is now down to \$12.50. There have been no other price changes, though butter is very firm, and has been threatening to rise for a week past. Eggs are firm; the high prices had slackened demand, but the cold, wet weather slackened the supply of really fresh eggs. The cheese market has been unsteady owing to contradictory reports from the East. Potatoes are settling down. American buyers are offering to take them at \$17 per ton, but growers are holding out for \$20. In face of this, two cars were imported from Washington State last week at less than local producers were asking. The market is overloaded with peaches, but the demand is light.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 93
Flour, first patents, Manitoba, per per bbl., in car lots	12 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 14
Beans, B.C., white	0 16
Potatoes, per ton	32 00
Lard, pure, in 400-lb. tierces, lb.	0 25½
Butter, fresh made creamery, lb.	0 47
Eggs, new-laid, in cartons, doz.	0 53
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Sept. 18.—Flour has dropped twice since last report, and the price now stands at \$11.10 per barrel, with the probability that this will be the fixed price. Rolled oats, eighties, are now \$3.60. Cornmeal advanced 80c per sack; shredded wheat, 25c per case, and coconut, 1c per pound. Smoked bacon backs advanced a cent and a half, but some shoulder cuts are down 2c. No. 1 storage eggs are now \$12.70 per case, and new-laid, 50c per dozen. Creamery butter is a cent a pound higher, and Crisco has risen 25c a case. Grapenuts are 10c a case lower. Local potatoes are plentiful at a dollar a bushel.

CALGARY:

Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s, per bbl.	11 10	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s	3 60	
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.	0 13	
Sago, lb.	0 13	

Sugar, pure cane, granulated, cwt.	10 50
Cheese, No. 1 Ontario, large	0 25½
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 31
Lard, pure, 3s, per case	16 50
Eggs, new laid, dozen	0 50
Eggs, No. 1 storage, case	12 70
Tomatoes, 2½s, standard case	4 50
Corn, 3s, standard case	3 90
Peas, 2s, standard case	3 75
Apples, gals., Ontario, case	2 65
Strawberries, 2s, Ontario, case	5 50
Raspberries, 2s, Ontario, case	5 40
Peaches, evaporated, lb.	0 14
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 00
Salmon, pink, tall, case	8 50
Salmon, Sockeye, tall, case	12 75

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sept. 18.—Fine weather prevails following cold and rain and threshing has been resumed in all parts of Saskatchewan. The markets show a number of changes this week. Crisco has advanced twenty-five cents and is now quoted at \$1.25. Robinhood flour has declined to five seventy-five. Creamery butter is higher at forty-three cents per pound, and number one dairy is quoted at thirty-seven cents. Eggs, strictly new laid, are forty-eight cents. Salmon is hard to get and is very high in price. An advance is anticipated in rice. The sugar market is weak owing to a record crop of cane in Cuba and the West Indies. Beans are not as firm as they were three weeks ago. The new prices on some lines of canned goods are as follows: corn, 2's, \$4.; tomatoes, \$4.60, gallon apples \$2.45; peaches, \$4.30 and plums, 2's, \$3.40. Only about twenty-five per cent. of the delivery of tomatoes is expected.

REGINA—

Beans, small white Japan, bu.	7 25
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00
Molasses, extra fancy, gal.	0 59
Rolled oats, 80s	1 15
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13¼
Bacon, smoked backs, lb.	0 30½
Bacon, smoked sides, lb.	0 30
Sugar, pure cane, per cwt.	10 12
Cheese, No. 1 Ontario, large	0 24½
Butter, creamery, lb.	0 41
Lard, pure, 3s, per case	16 30
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new laid, doz.	0 49
Potatoes, per ton	32 00
Tomatoes, 2½s, standard case	4 50
Corn, 3s, standard case	3 90
Peas, 2s, standard case	3 75
Apples, gals., Ontario, case	2 65
Strawberries, 2s, Ont., case	6 30
Raspberries, 2s, Ont., case	6 20
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	7 10
Salmon, finest sockeye, tall, case	14 50
Salmon, pink, tall, case	8 75
Pork, American clear, per bbl.	40 75
Bacon, breakfast	0 27
Bacon, roll	0 22

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Sept. 18.—Markets generally steady this week with comparatively few changes. Flour shows a further decline. Manitoba is quoted at \$12.55 and Ontario at \$11.95. Yellow dried beans are easier at \$8.50 to \$8.75. Canned peas are higher at \$3.80. There is no pink talls salmon left on the local market. Lemons are lower. Messina are \$7. per box and California are down to the same level. Oranges are easier at from four to five dollars per box. Pears are \$4. to \$4.25. Peaches are higher at \$2. to \$2.50. No more American apples are being imported. Nova Scotias are higher at from \$3. to \$3.50 per barrel. A temporary scarcity has forced potatoes to \$3.50 to \$4. per barrel but a decline is expected when the producers find time to handle them. American onions are from \$5. to \$7.75, Canadian \$2.80 to \$3.50.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	13 50
Cornmeal, ordinary, bags	4 50
Molasses, extra fancy, gal.	0 76
Rolled oats, bbl.	10 25
Beans, white, bush.	9 25
Beans, yellow-eyed	8 50
Rice, Siam, cwt.	8 00
Sago and tapioca, lb.	0 17
Sugar—	
Standard granulated	9 25
No. 1 yellow	8 75
Paris lumps	10 50
Cheese, N.B., twins	0 24
Eggs, new-laid	0 47
Eggs, case	0 41
Breakfast bacon	0 34
Butter, creamery, per lb.	0 48
Butter, dairy, per lb.	0 45
Butter, tub	0 40
Lard, pure, lb.	0 27½
Lard, compound	0 21¼
American clear pork	54 00
Beef, corned, ls	4 25
Tomatoes, 3s, standard, case	4 70
Raspberries, 2s, Ont., case	5 40
Peaches 2s Ontario case	4 30
Corn 2s standard case	4 30
Peas 2s standard case	3 80
Apples, gals, N.B., doz.	3 50
Strawberries, 2s, Ont., case	5 00
Pineapples, each case	4 00
Salmon, Chums	7 50
Sardines domestic, case	6 00
Cream tartar	0 60
Currants, lb.	0 20
Raisins, choice lb.	0 12¼
Raisins, fancy lb.	0 12½
Raisins, seedless, lb.	0 15
Prunes, 90 100 lb.	0 14
Candied peel, citron	0 35
Candied peel, orange and lemon	0 28
Evaporated apples, lb.	0 13
Evaporated peaches, lb.	0 21
Apples, American, bbl.	3 00
Apples, N.S., bbl.	3 50
Potatoes	
New, native barrel	3 50
Tomatoes, Ont., basket	1 00

PRODUCE AND PROVISIONS

Firmer Prices For Provisions Now

Montreal.

PROVISIONS.—More firmness is the market mood as regards the meat products. While jobbers are disinclined to make any definite predictions as to the trend of bacon, a disposition towards higher price prospects for the coming fall and winter is indicated. Prices of certain lines of the principal pork products will be found shaded higher this week. Backs and boneless show further firmness, and lard is higher in price by half a cent. Shortening remains unchanged in price for the present but advances are not unexpected in this direction also. There are rumors of still higher priced cattle in the West indicating further advances for the product to the retailer, and demand is improving according to most recent experience of the trade.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Backs—		
Plain	0 37	0 40
Boneless, per lb.	0 39	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots....	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26½	
Tubs, 60 lbs.	0 26¾	
Pails	0 27	
Bricks, 1 lb., per lb.	0 27¾	
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¼
Bricks, 1 lb., per lb.	0 23	

Jewish Holidays: Poultry in Demand

Montreal.

POULTRY.—Jewish holidays in full swing during the early part of the present week meant a good demand for live poultry which was brought in in considerable quantities. Prices for dressed poultry show slight changes this week, old roosters going higher by a couple of cents to three cents, and young ducks lower by two cents. The poultry business has been brisker of late due to the meatless days, and with more Jewish Holidays to come in the near future good deliveries of live poultry are anticipated with demand good, and prices normal.

Poultry -		Dressed
Old fowls		\$0 21
Chickens, milk-fed, crate fat-tened, lb.		0 25
Old roosters	0 18	0 19
Roasting chickens		0 28
Young ducks		0 28
Turkeys (old toms), lb.	0 30	0 32

Eggs Getting Into A Firmer Market

Montreal.

EGGS.—There is more indication that the egg market is gathering strength. Prices in the country and in the city remain firm. Export conditions are uncertain, some firms being able to obtain space, others being faced with difficulties in this direction. Prices in Britain have begun to advance according to reports, and this will stimulate exportation provided prices on this side remain steady. There has been a good proportion of early booking for fall export in some quarters, and what steamers are available for this trade will have plenty of cargo space devoted to export eggs. But the shortage of boats is restricting the export trade in eggs noticeably. Amongst wholesalers the feeling is that eggs are likely to advance in price. The marked falling off in receipts would account for this. Over 111,000 cases represents the decrease as compared with last year over the season of production to date. Receipts for the week ending Sept. 15, were 1,000 cases better than for the previous week, but still less than half the receipts for the corresponding week last year.

Eggs—	
New laid, specials	0 52
Selects	0 48
No. 1's	0 44
No. 2's	0 40

Some Advances in Cheese Prices

Montreal.

CHEESE.—Receipts of cheese for the week ending September 15th numbered 72,594 boxes. This is a decrease of 4,491 boxes as compared with the corresponding week last year, but over 4,000 boxes of United States cheese were received during that particular week last year while there is no United States cheese in last week's total. There is no feature of market for cheese in the country at present, the feeling being that producers are getting the lion's share of the profits with middlemen making the best of the situation on small margins for operation of export business. Commission prices for cheese are as follows: No 1, 21¾ cents No. 2, 21¼ cents, No. 3, 20¾ cents. Some

wholesalers are selling cheese at a cent higher than last week's quotations per pound, and the lower range of quotations has disappeared.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Market Increasingly Firm

Montreal.

BUTTER.—Greater firmness has come upon the butter market. At Cowansville at the end of last week butter reached 41¾ cents a pound a further advance on the figures of the previous week. The forty cents offered at St. Hyacinthe was refused by holders of butter. Export demand is said to be keener, and this is having the effect of sending prices up. There is some probability that the Food Controller in Britain may advance the price over there which will facilitate export business from Canada. It is expected amongst wholesalers and a number of retailers also that butter prices are in for greater strength. Receipts of butter for the week ending Sept. 15, were 9,580 packages a decrease of 945 packages as compared with the previous week, and of 15,165 packages as contrasted with the corresponding week last year.

Butter—		
Creamery prints (fresh made) ..	0 43½	0 44½
Creamery solids (fresh made) ..	0 43	0 44
Dairy prints, choice, lb.		0 40
Dairy, in tubs (choice)		0 38
Bakers	0 36	0 37

Honey and Maple Product Firmer

Montreal.

HONEY AND MAPLE PRODUCT.—There is more strength in the market for honey, and prices have advanced quite noticeably to the retailer. Supplies are held firmly in the country and firms doing a large business in honey find unwonted difficulty in getting supplies though production is believed to have been normal in most districts. Maple products are firmer in price now, firms which have been selling at lower figures than those now quoted having advanced their prices. Some firms have been selling at the higher figures almost since production of maple sugar and syrup ceased for the season, and the outlook is certainly towards firmness for both honey and maple.

Honey—		
Buckwheat, 5-10 lb. tins, lb.		0 13½
Buckwheat, 60-lb. tins, lb.		0 13
Clover, 5-10 lb. tins, per lb.		0 14½

Clover, 60-lb. tins	0 14	
Comb, per section	0 15	0 16
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 60	1 75
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.....	0 16	0 17

Local Demand For All Stocks Offering

Toronto.

PROVISIONS.—A brisk local demand has been sufficient to account for all stocks offering and to occasion a very firm market. There is as yet a great deal of uncertainty as to the causes behind the recent embargo, but the opinion is growing that it is a matter of finances, and that the business is open provided it can be financed on this side of the water. While this puts a different complexion on matters, it does not create such a serious situation as was at first anticipated. It appears that it is a question of the banks coming to the aid of the exporter. This would seem a necessity if the products of the country are to be successfully marketed.

During the week there was a somewhat firmer tendency in all lines, supplies being limited and demand good. Live hogs showed another advance as did also some grades of hams and bacons.

Hams—		
Medium, per lb.	0 31	0 33
Large, per lb.	0 26	0 29
Bacon—		
Plain	0 35	0 43
Boneless, per lb.	0 41	0 43
Bacon—		
Breakfast, per lb.	0 35	0 42
Roll, per lb.	0 29	0 30
Wilshire (smoked), per lb....	0 32	0 32½
Dry Salt Meats—		
Long clear bacon	0 27	0 28
Fat backs, lb.		0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 44	0 48
Shoulders, roast, per lb.....	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.....	49 50	50 00
Short cut backs, bbl., 200 lbs..	51 00	53 00
Pickled rolls, bbl. 200 lbs.....	47 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb... 0 25	0 25½	
Compound tierces, 400 lbs., lb. 0 20½	0 21	
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	22 00	26 00
Live, off cars	18 25	18 50
Live, fed and watered	18 00	18 25
Live, f.o.b.	17 35	17 50

Light Arrivals In Poultry Keep Prices High

Toronto.

POULTRY.—Arrivals in all poultry lines have been light during the past week. The favorable weather is evidently an inducement to keep the farmer busy in other ways, and as at this season of the year there is plenty of feed and the farmer is not faced with any inducement for selling. There is a fair supply of all grades of poultry in the country, and there is a possibility that the price may decline any day, or in other words as soon as the farmer decides to market some of his flock.

The only variety of poultry that is any way plentiful at the present moment are hens. The general tendency of the week is to somewhat firmer prices.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 17	0 20
Geese, live, lb.		0 12
Turkeys, old, lb.		0 18
Roosters, live, per lb.....	0 14	0 16
Hens, live, per lb.	0 18	0 22
Hens, fresh, dressed, per lb....	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.		
Do., dressed, 2 lbs. and over..	0 25	0 30
Squabs, dozen		4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25
Chickens, live	0 24	0 27
Do., dressed	0 30	0 32

Eggs Easier Tendency; Storages Supplied

Toronto.

EGGS.—Now that the storage houses have their full supply, and in some instances somewhat more of a supply than they could wish, the first strong demand is over, and an easier feeling has developed. Old Country buying is far from brisk. There is no reason to be seen for this except the fear of some action by the British Food Controller should stocks become large. It is expected that demand will increase from this source at a little later period, but with heavy buying the fear is that the freight problem will once again come to the fore and prove a serious matter. In the meanwhile some decline in price is to be noted:

Eggs—		
New lays, cartons	0 51	0 52
Selects, ex-cartons		0 48
No. 1, ex-cartons	0 45	0 46

Butter In Strong Demand; Prices Remain Firm

Toronto.

BUTTER.—Butter continues to be in a very satisfactory strong position during the week. All supplies offering have been taken up readily, and there is a good buying demand noted, though this to the present has been mostly of a local character. Dairy butter remains fairly short in supply the farmers evidently being otherwise engaged. No price changes are noted during the week, nor are there any indications that these are to be expected in the near future:

Creamery prints, fresh made...	0 44	0 46
Creamery solids	0 42	0 43
Dairy prints, choice, lb.....	0 40	0 42
Dairy prints, lb.	0 37	0 41

Cheese Remains Normal; No Increases Expected

Toronto.

CHEESE.—There has been no change in the market on this commodity, nor is there any great likelihood that there will be in the immediate future. The price has been set by the commission, and it seems to be in line with general world conditions. It is true that the cheese makers in some sections are not satisfied with the price and are demand-

ing higher figures, but it is very unlikely that they will get any such change. For one reason, New Zealand butter and cheese is beginning to arrive on the British market, and Canadian prices must be in line with these if they are to get the business. All the cheese being offered is finding a market, but there is no pronounced demand in evidence:

Cheese—		
New, large	0 22½	0 23¼
Stilton (new)	0 24	0 25

Honey Still In Strong Position

Toronto.

HONEY.—There was a continued feeling of strength in this line during the past week. The production of honey in Ontario is known to be small and there is a general feeling toward firmer prices. Just to what lengths this feeling will go is not known as yet, though dealers believe that the large production in the United States will have a stabilizing effect, as there will probably be importations of American honey if prices continue to advance to any extent.

Honey—		
Clover, 5 and 10-lb. tins.....	0 16	0 17
60-lb. tins	0 15½	0 16
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.		2 50
Do., No. 3, doz.		2 25
Jars, 7 oz., doz.		1 35
Do., 12 oz., doz.		1 90
Do., 16 oz., doz.		2 25

Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

Dairy Butter Easy; Egg Receipts Good

Winnipeg.

PRODUCE AND PROVISIONS.—There was a light run of hogs last week, and the price advanced 25c per cwt. There was a good demand for hogs. Provision prices are firm, with stock light. Back bacon advanced one to two cents. Eggs.—Receipts have been sufficient to look after the demand, and prices were slightly easier, although there was no material change to the trade in Winnipeg. With cool weather close at hand, receipts will fall off rapidly. Creamery Butter.—With the market in a jobbing way quiet last week, prices to the creameries was 40-40½c. Dairy Butter.—The market declined considerably last week in view of the decline in the English market. Good stock is scarce here. Cheese.—Prices are unchanged. Higher prices are expected in the East.

Hams—		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon		
Breakfast, per lb.	0 34	0 35
Breakfast, select, lb.		0 37
Backs, regular		0 36
Dry Salt Meats—		
Long clear bacon, light	0 26	
Backs	0 30	
Barrelled Pork—		
Mess pork, bbl.		45 00

(Continued on page 43)

WHEN THE LATE FRUITS ARRIVE

We have every reason to believe, in view of all the publicity given the subject of preserving, that the housewife is going to put up all the available late fruits. This means to you more sales of



LANTIC PURE CANE SUGAR

Glass Jars
Jelly Glasses
Jar Rings

It is to our mutual interests and the interests of the country that we do everything possible to encourage the preserving idea. Public spirit and private economy should influence the housewife to give this question serious consideration.

Lantic Sugar is the best for preserving.

ATLANTIC SUGAR REFINERIES, LIMITED
Montreal, Que.

The Wide Need Makes Sales Speed

The widespread need of practical dyes for home use — cleanly to handle and satisfactory in results—is being successfully met by

Sunset Soap Dyes

These dyes sell because people are looking for them—they sell again because your customers like them, and want more. They are popular-priced dyes that housewives can afford to buy, and are buying, every day. A small order for a gross or two will prove this to you, as it already has to many other grocers.

FOR PRICES AND TRADE DISCOUNTS WRITE

Canadian Distributors: HAROLD F. RITCHIE & CO., Limited
TORONTO : : : ONTARIO

Manufactured by SUNSET SOAP DYE CO. Inc., New Rochelle, N.Y.

Oppenheim

John Bayne MacLean

COL. MACLEAN contributes another chapter on the war situation as he knows it, in his forceful, smashing style. These articles by Colonel MacLean are truly startling by reason of their revelations.

Germany's Secret Work in Canada

GERMANY is plotting in Canada and the United States right now. If you are curious to know just what she is doing, learn from Miss Agnes C. Laut's article in the October MACLEAN'S, "The Plot Behind the Pacifists."

THE biggest single feature ever secured by MACLEAN'S MAGAZINE is a serial story by E. Phillips Oppenheim, British author and a great writer of romantic stories.

The serial beginning in MACLEAN'S for October is "The Pawn's Count," a story of the present war, dealing with the work of the secret service agents of the various belligerent countries. You can depend on its being a strong, thrilling story, told by a master of his craft.

BELAND Prisoner of War

THE HON. LOUIS BELAND, a prisoner in Belgium since the beginning of the war, gives the story of his captivity, chiefly in the form of letters to Sir Wilfrid Laurier, in whose last cabinet he held a portfolio.

The story is intimate, vivid, gripping, wholly unusual, and appears in the October MACLEAN'S.

Beating the Customs

AN article full of actual occurrences of how the public attempts to "beat" the Customs, and of how the Customs authorities beat the public. This absorbingly interesting narrative is by J. D. Ronald who, as a Customs officer, came into close touch with offenders and offences. A semi-detective article, this true story makes great reading.

Stringer, Fraser, Leacock and Hendryx

THE work of these masters of the short and long story appears in the October MACLEAN'S. Stringer's story is "The Redeemer of Waste Lands"; W. A. Fraser writes a love story, "For Catherine's Sake"; Leacock has a humorous sketch; and Hendryx continues his captivating story of the Canadian Northwest, "The Gun Brand."

MacLean's Magazine

For OCTOBER

At All News-dealers 15 cents

The best
Orange Marmalade
 is
Wethey's
 Are you selling it?

The Call for Low-Cost Foods Means Raisins

Use your windows to display *your raisins*. High food values in concentrated forms are the *necessities* in food to-day. That means, raisins, for *raisins* are 76% fruit sugar—pure energy-producing food. We have advertised this fact to millions for three years. Use this advantage, and *display your raisins*. Extensively advertised Sun-Maid Raisins—the brand most women know—make the most powerful appeal. Begin to-day. Put in a "Sun-Maid window."

California

Sun-Maid

Raisins

Seeded (seeds removed); Seedless (without a seed); Clusters (on the stem). Order all three varieties including Sun-Maid Vineyard Run Clusters (50 and 100-lb. boxes), and "tray pack" Sun-Maid Layers, a new package that prevents waste. Send for reproduction of model window display.

California Associated Raisin Co.

Membership, 8000 Growers
 Fresno, California.



BROOMS

First Cars 1917

Broom Corn

At Hand

*Quality Goods
 may always
 be had by order-
 ing our brands.*

Walter Woods & Co.
 HAMILTON and WINNIPEG

Twines
 and
 Wrapping Paper

Wooden Ware
 Willow Ware
 Brushes

Twines and Wrapping Paper

Wooden Ware Willow Ware Brushes

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory,
Leamington, Ont.

Principal Factory,
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO

MONTREAL

Canadian Distributing Agencies:

Halifax
St. John
Quebec
Ottawa
Winnipeg
Edmonton
Lethbridge
Calgary
Ferne, B.C.
Moose Jaw
Saskatoon
Vancouver
Victoria

John Tobin & Co.
Baird & Peters.
J. B. Renaud & Co.
Provost & Allard.
The Codville Co., Ltd.
The A. Macdonald Co.
The A. Macdonald Co.
Simington Co., Ltd.
Western Canada Wholesale Co.
The Codville Co., Ltd.
The Codville Co., Ltd.
Kelly, Douglas & Co.
Kelly, Douglas & Co.

If any advertisement interests you, tear it out now and place with letters to be answered.

“I have entered a new world”

“**P**ERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read THE FINANCIAL POST, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world.”

So spoke an ordinary man—perhaps an average man; a retailer. He was concerned for half a life-time with the things of his daily life, and felt small impulse to become acquainted with a wider, richer realm—the world that bankers, financiers and big business men live in. He did not see that the world of these men was also his world.

By chance, as it were, he became acquainted with

The Financial Post Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

The \$3.00 a year that it costs him to subscribe to THE POST counts for nothing; what does count is the growing bigness of this man—growth at \$3.00 a year!

NO matter what your age or business, THE FINANCIAL POST is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit \$3.00 to pay for my subscription on receipt of bill.

Name

Address

Furnivall's

**FINE
FRUIT
PURE JAM**

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Furnivall's Fine Fruit Pure Jam

is a big favorite with particular people. Nothing but the purest and most carefully selected fruits and pure cane sugar are used in making Furnivall's.

Replenish your stock to-day.

FURNIVALL-NEW, Limited
Hamilton, Canada

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing $\frac{1}{4}$, $\frac{1}{2}$ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST.

MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY

Dept. S. Beamsville, Ont.

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King

EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S DOG CAKES

*Poultry Foods, Canary
and Parrot Mixtures*

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

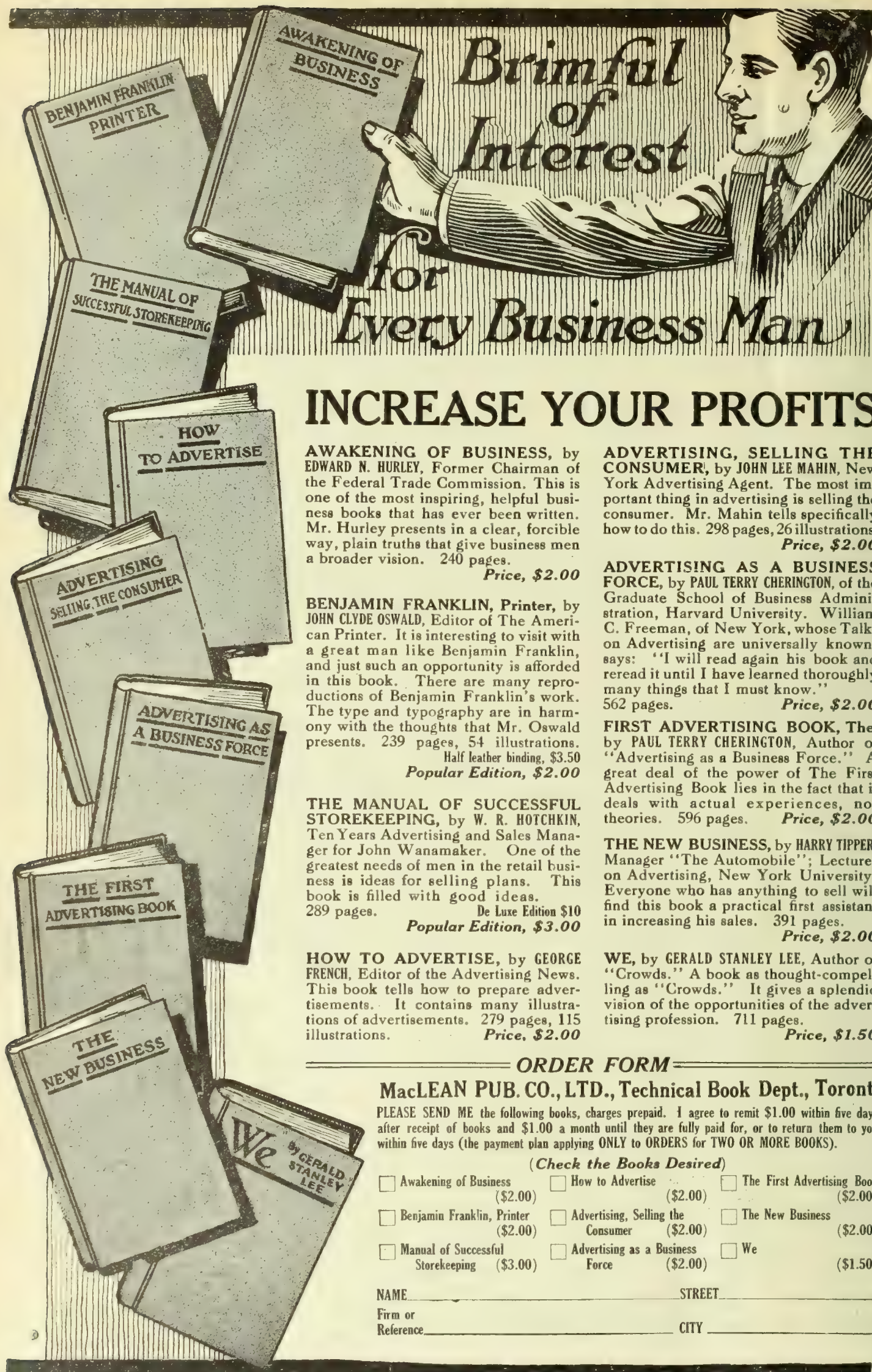
London (Eng.), Spratt's Patent Limited,
24-25, Fenchurch Street, E.C. 3.

W.C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS



Brimful of Interest
for Every Business Man

INCREASE YOUR PROFITS

AWAKENING OF BUSINESS, by EDWARD N. HURLEY, Former Chairman of the Federal Trade Commission. This is one of the most inspiring, helpful business books that has ever been written. Mr. Hurley presents in a clear, forcible way, plain truths that give business men a broader vision. 240 pages.
Price, \$2.00

BENJAMIN FRANKLIN, Printer, by JOHN CLYDE OSWALD, Editor of The American Printer. It is interesting to visit with a great man like Benjamin Franklin, and just such an opportunity is afforded in this book. There are many reproductions of Benjamin Franklin's work. The type and typography are in harmony with the thoughts that Mr. Oswald presents. 239 pages, 54 illustrations. Half leather binding, \$3.50
Popular Edition, \$2.00

THE MANUAL OF SUCCESSFUL STOREKEEPING, by W. R. HOTCHKIN, Ten Years Advertising and Sales Manager for John Wanamaker. One of the greatest needs of men in the retail business is ideas for selling plans. This book is filled with good ideas. 289 pages. De Luxe Edition \$10
Popular Edition, \$3.00

HOW TO ADVERTISE, by GEORGE FRENCH, Editor of the Advertising News. This book tells how to prepare advertisements. It contains many illustrations of advertisements. 279 pages, 115 illustrations.
Price, \$2.00

ADVERTISING, SELLING THE CONSUMER, by JOHN LEE MAHIN, New York Advertising Agent. The most important thing in advertising is selling the consumer. Mr. Mahin tells specifically how to do this. 298 pages, 26 illustrations.
Price, \$2.00

ADVERTISING AS A BUSINESS FORCE, by PAUL TERRY CHERINGTON, of the Graduate School of Business Administration, Harvard University. William C. Freeman, of New York, whose Talks on Advertising are universally known, says: "I will read again his book and reread it until I have learned thoroughly many things that I must know." 562 pages.
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FIRST ADVERTISING BOOK, The, by PAUL TERRY CHERINGTON, Author of "Advertising as a Business Force." A great deal of the power of The First Advertising Book lies in the fact that it deals with actual experiences, not theories. 596 pages.
Price, \$2.00

THE NEW BUSINESS, by HARRY TIPPER, Manager "The Automobile"; Lecturer on Advertising, New York University. Everyone who has anything to sell will find this book a practical first assistant in increasing his sales. 391 pages.
Price, \$2.00

WE, by GERALD STANLEY LEE, Author of "Crowds." A book as thought-compelling as "Crowds." It gives a splendid vision of the opportunities of the advertising profession. 711 pages.
Price, \$1.50

ORDER FORM

MacLEAN PUB. CO., LTD., Technical Book Dept., Toronto

PLEASE SEND ME the following books, charges prepaid. I agree to remit \$1.00 within five days after receipt of books and \$1.00 a month until they are fully paid for, or to return them to you within five days (the payment plan applying ONLY to ORDERS for TWO OR MORE BOOKS).

(Check the Books Desired)

<input type="checkbox"/> Awakening of Business (\$2.00)	<input type="checkbox"/> How to Advertise (\$2.00)	<input type="checkbox"/> The First Advertising Book (\$2.00)
<input type="checkbox"/> Benjamin Franklin, Printer (\$2.00)	<input type="checkbox"/> Advertising, Selling the Consumer (\$2.00)	<input type="checkbox"/> The New Business (\$2.00)
<input type="checkbox"/> Manual of Successful Storekeeping (\$3.00)	<input type="checkbox"/> Advertising as a Business Force (\$2.00)	<input type="checkbox"/> We (\$1.50)

NAME _____ STREET _____
Firm or _____
Reference _____ CITY _____

SPECIAL CASH OFFER—If 5 or more are ordered and are paid for IN CASH in 5 days, a special discount of \$1.00 will be allowed.

PURITY FLOUR

Gives the Best Possible Results at the Hands of Every Housewife

It bakes a large, creamy, white loaf of surpassing nourishment; delicious biscuit and rolls; dainty cakes or light, flaky pastry. It's an all-purpose flour that you can recommend for every baking need.

Purity Flour is being advertised liberally in the leading Canadian publications, and we want you to capitalize this publicity by letting the people in your community know that you always have it in stock. Purity sells because it satisfies, and the profit to you is good!



Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.

In Selling a Business?

In Buying a Business?

In Engaging a Clerk?

In Securing a Position?

In Securing a Partner?

In Disposing of Second-hand Fixtures?

Then you should use Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer

143-153 University Ave., Toronto

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by

Walter Baker & Co., Limited

Established 1780

Montreal, Can. Dorchester, Mass.

KINDLY MENTION THIS PAPER
WHEN WRITING TO AD-
VERTISERS

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

The price of
MILK
increases Oct. 1st and so will the sales of
KLIM

This is the Grocer's opportunity to get a profitable share of the Milk business. Klim is cheaper than liquid milk. Your customers will want more.

CANADIAN MILK PRODUCTS LIMITED
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal
ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton
Kirkland & Rose
Vancouver



CANADA'S FISH EDUCATION

The war has been the means of bringing home to Canadians the value of our fisheries. The public is being educated up to fish, and never before has Canadian fish occupied so high a place in popular favor. In the fast-increasing sales of

BRUNSWICK BRAND

the Perfect Sea Foods, can be seen the first fruits of this educational effort. And now that the Food Controller has undertaken to lay before the public the many food advantages of fish it behooves every merchant to be prepared to take care of the demand that will most surely be built up.

Brunswick Brand provides fish in the most nourishing and appetizing forms, and in the most convenient packages. It solves for the housewife the difficulty of preparation and serving, and ensures the very best quality that can be had.

Push Brunswick Brand and profit thereby. Order from this list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams

Connors Bros., Limited
Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars 16 oz.
glass 2 doz. case. Per doz.

Blackberry.	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.....	0 17½
In cases 12—12 lb. boxes to case	0 17

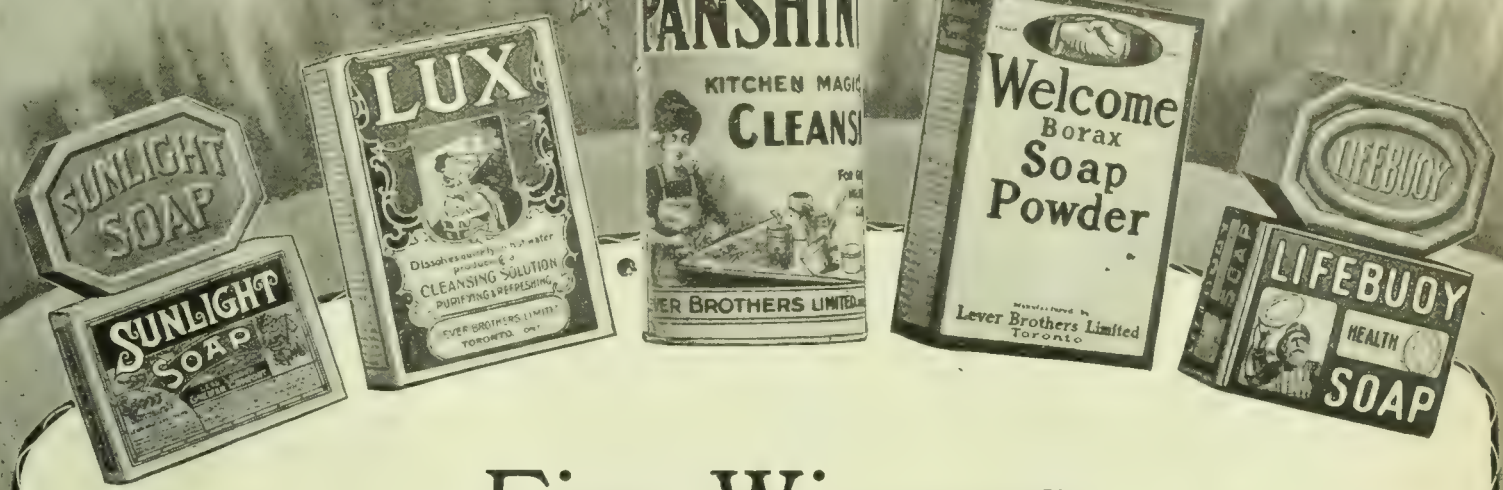
COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ½-lb. tins, doz... 2.45	
Perfection, ¼-lb. tins, doz.... 1.35	
Perfection, 10c size, doz..... .95	
Perfection, 5-lb. tins, per lb. .37	
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90	
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 23
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa- nut, cream, in ½-lb. pack- ages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections Per doz.	
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes. 0 39	
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes 0 42	
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.... 0 39	
Lunch bars, 5-lb. boxes..... 0 39	
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.. 0 95	
Nut milk chocolate ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divi- sions to cake), packed 2 and 3 cakes to a box, per cake. 0 75	
Almond nut bars, 24 bars, per box	0 90

**Canadian-made.
British materials.**

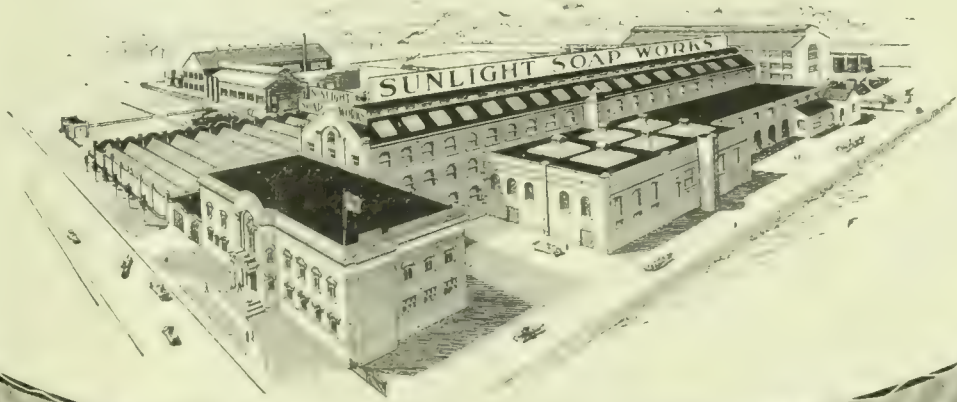
**Keep your money
in the Empire**



Five Winners

They linger on no man's shelves. They are in keen demand all the time, everywhere. There's the ceaseless surge of big Canadian-wide publicity behind them—there's the leadership that high quality and purity gives them—they are the "Big Five", the complete line. You are safe in stocking them at any and all times.

Largest
Soap
Works
in
Canada



This
Plant
Covers
Over
5 acres

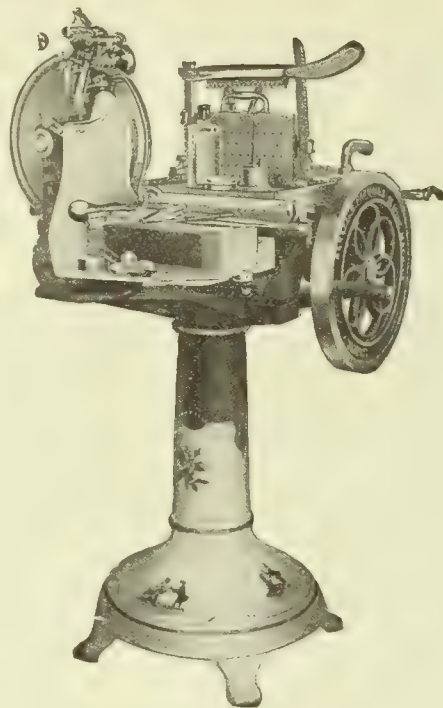
LEVER BROTHERS LIMITED TORONTO

VAN BERKEL SLICING MACHINE

"Made in the
Empire,
London, Eng."

Will about pay
for itself in the
saving of waste
which other
machines make.

Send for illus-
trated cata-
logue giving
full particulars.



The **W. A. Freeman Company, Ltd.**
HAMILTON, CANADA

CHEAPER BACON

Breakfast Bacon is high in price. So are Hams. Why not try some of the cheaper cuts of Bacon. Roll Bacon is 8 cents a pound cheaper than Breakfast Bacon. It is sugar cured, boneless, and in every way desirable. Try it.

F. W. FEARMAN CO.
LIMITED
HAMILTON

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can ...	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can....	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz...	1 35

W. CLARK, LIMITED

MONTREAL

Assorted meats, 1s, *	\$4.25.
Compressed Corn Beef—½s,	*\$2.90;
1s, *	\$4.25; 2s, \$9; 6s, \$34.75; 14s, *
	\$75.
Lunch Ham—1s, *	\$4.25; 2s, \$8.
Ready Lunch Beef—1s, *	\$4.25; 2s, \$9.
English Brawn—2s,	\$8.
Boneless Pigs' Feet—1s,	\$8.
Roast Beef—½s, \$2.90; 1s,	\$4.25;
2s, *	\$9; 6s, \$34.75.
Boiled Beef—1s, \$4.25; 2s,	\$9; 6s, \$34.75.
Jellied Veal—½s, \$2.90; 1s,	\$4.25;
2s, \$9.	
Corned Beef Hash—½s,	\$2.
Beefsteak and Onions—½s,	\$2.90;
1s, \$4.25; 2s,	\$9.

Cambridge Sausage, 1s, \$4; 2s, \$7.75.

Boneless Pigs' Feet, ½s, \$2; 1s, \$3.50; 2s, \$8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.25; 4s, \$20.

Sliced Smoked Beef, glass, ¼s; ½s, \$2.25; 1s, \$3.50.

Tongue, Ham and Veal Pate, ½s, \$1.95.

Ham and Veal, ½s, \$1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, \$1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, \$3.75; 1s, \$7; 1½s, \$12.50; 2s, \$16.

Ox Tongues, Glass, 1½s, \$13; 2s, \$15.

Mincemeat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.

Individuals, 95c.

Tomato Sauce, 1½s, \$1.85; Chili Sauce, 1½s, \$1.85; Plain Sauce, 1½s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

Spaghetti with Tomato and Cheese, ½s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., ¼-lb.	\$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15

Per jar

Durham, 4-lb. jar, each	1 30
Durham, 1-lb. jar, each	0 37

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	\$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.	

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen	\$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen	2 50
Weight 11 lbs. to case. Freight rate, 2d class.	

If any advertisement interests you, tear it out now and place with letters to be answered.

What Your Customer Likes Best

is a jelly powder she **knows must** be good. She shies at the task of figuring out possibilities of success or failure with a product she knows little about. Instead of wasting precious time on explanations, let the Shirriff reputation close quick sales with

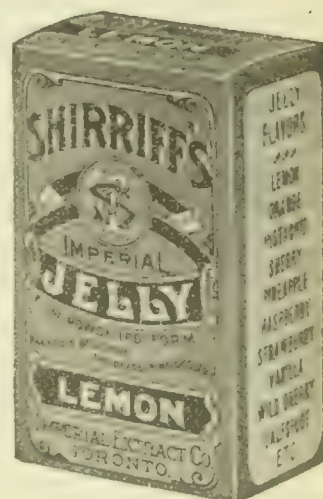
Shirriff's Jelly Powders

The Shirriff name has for years stood for quality. The women know that Shirriff's jelly powders *must* be good. They *are*.

They make many varied desserts. There is a full line of delicious fruit flavors. Once tried they are

always asked for instead of having to be sold; that is our experience.

If you do not sell Shirriff's, order a case or two now and watch your sales grow.



Imperial Extract Company - Toronto

SUCCESS COMES THROUGH KNOWLEDGE

TO know all about your business means more profits and bigger business.

THE GROCERS' ENCYCLOPEDIA

was compiled by specialists who spent years of toil and spared no expense to make it worthy of a permanent place on your desk.

Full information on practically every article handled by the grocery trade is given in such a manner that it is never forgotten. Contains a complete food dictionary in five languages: English, French, German, Italian and Swedish.

SEND FOR A COPY TO-DAY

It cost \$50,000 to produce and contains 748 pages on 1200 subjects, with 500 illustrations, 80 full-page color plates, printed on heavy calendered paper, and bound in strong buckram to withstand hard usage. The cost is comparatively small for such a comprehensive volume.

ONLY \$10.50, ALL CHARGES PREPAID

Send Your Order to

MacLean Publishing Co., Book Dept., **143-153 University Avenue**
Toronto, Canada

Why Not Increase Your Income

No matter what your present salary may be—you would like to add to your present income, wouldn't you? Providing, of course, the plan interferes in no way with your regular occupation and paid you liberally.

We have a plan—a money-making one for you. It takes no time from your regular duties, devote an hour or so to it every day and you will augment your present income by \$5.00 or \$10.00 a week. The exact amount all *depends* on the amount of time you can spare us. Hundreds of our district representatives have found the plan so profitable they have given all their time to it. Would a plan such as this interest you? If so, write us to-day. Say, "Send me full particulars of your money-making plan, I am interested."

The MacLean Publishing Co.

143-153 University Ave.

TORONTO, ONT.

The Crop and Business

In view of the great importance of the crop in relation to the Empire's food supply and Canada's business prosperity, THE FINANCIAL POST will present each week a special article dealing with the developments in a broad way and as they affect the business situation as a whole. This article will be edited by F. M. Chapman, Editor of The Farmer's Magazine, who will have direct and authoritative information on the Western Canadian situation supplied regularly by Miss Cora Hind, a former member of our staff, but now Agricultural Editor of the Manitoba Free Press, a publication whose information for some years has not taken second place even to the current Government statistics. Miss Hind's service will be supplemented by reports from the Provincial Departments of Agriculture from time to time.

THE POST believes that this special on agricultural conditions as presented to the readers of THE POST will prove a very valuable guide to the manufacturers and business men, as well as to the investing public as to the developments of the crop in relation to general business and financial affairs. This is only one of the many news features that THE POST gives its readers every week. It has become so valuable that thousands of them renew year after year.

The Financial Post of Canada

143-153 University Avenue
Toronto, Ontario

KLIM

Hotel size, 6 10-lb. tins to case	\$15.50
Household size, 1-lb. 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—	Cents
Boxes	
40 lbs. Canada Laundry10½
40 lbs., 1 lb. pkg., White Gloss11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons11½
100-lb. kegs, No. 1 White...	.11
200-lb. bbls., No. 1 White...	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs...	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes13½
100 lbs., kegs, Silver Gloss, large crystals11½
40 lbs., Benson's Enamel, (cold water), per case....	3.50
20 lbs. Caseo Refined Potato Flour, 1-lb. pkgs.....	.15
Celluloid, 45 cartons, case...	4.80
Culinary Starch	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared12
40 lbs. Canada Pure Corn..	.11
(20 lb. boxes ¼c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry	0.10½
Boxes about 40 lbs.	0.10½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case....	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	0.11
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	0.12
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs..	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4.75
---	--------

2-lb. tins, 2 doz. in case....	5.15
5-lb. tins, 1 doz. in case....	5.50
10-lb. tins, ½ doz. in case..	5.25
20-lb. tins, ¼ doz. in case..	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.....	0.07½
Half bbls., about 350 lbs....	0.07½
¼ bbls., about 175 lbs.....	0.08
2-gal. wooden pails, 25 lbs..	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs..	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case....	\$5.65
5-lb. tins, 1 doz. in case....	6.00
10-lb. tins, ½ doz. in case..	5.75
20-lb. tins, ¼ doz. in case..	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case....	\$5.50
Barrels, per 100 lbs.	6.50
½ barrels, per 100 lbs.....	7.00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley— Doz.	
1 lb.	\$4.00
½ lb.	2.00
Robinson's Patent Groats—	
1 lb.	4.00
½ lb.	2.00

NUGGET POLISHES

Doz.

Polish. Black, Tan, Toney	
Red and Dark Brown90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb...\$		0.65
Bobs, 7s and 14s.....		0.55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.....		0.54
Stag Bars, 6½s; boxes, 5½ lbs.		0.48
Pay Roll, thick bars, 9s, 5½ lb. boxes		0.70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies		0.70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs..		0.57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes		0.72
Forest and Stream, tins, 11s, 2 lb. cartons		0.89
Forest and Stream, ¼s, ½s and 1-lb. tins		0.85
Forest and Stream, 1-lb. glass humidors		1.00
Master Workman, 10s, 2 lb. cartons		0.80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes.....		0.74
Derby 8s, ½ butts, 8 lb. boxes		0.65
Golden Rod, 8s		0.64
Ivy, 8s, ½ butts, 9 lb. boxes		0.64
Old Virginia, 10s		0.87
Empire, Navy (bars), 9s....		0.70
Fig Leaf, 8s		0.64
Old Kentucky (bars), 6s....		0.72
Queen's Navy (bars), 7½s, ½ butts, 8½ lb. boxes.....		0.58
Walnut, 9s		0.70

PEACHES

The good kind canning peaches coming now. There is not going to be too many; best get in early and get the *Best*. Prices will not be lower.

PLUMS

Short crop, buy when you can get supplies. Buy now, will not be cheap this season.

Let us have your orders for anything you require in Foreign or Domestic fruits. Will invoice at lowest possible price.

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

PEACHES

SEASON
NOW ON

WHITE & CO., LIMITED

Wholesale Distributors

TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe

Agent

TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory.

The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO



—the catsup that critical people ask for again and again.

Its pure, unadulterated goodness and delicious flavor make

STERLING TOMATO CATSUP

the choice of discriminating customers.

The standard of quality which has built up the "Sterling" reputation is very evident in Sterling Tomato Catsup.

Every drop of this delicious catsup is free from Preservative or Artificial Coloring. It's pure from beginning to end.

Put a few bottles on display to-day.

T. A. Lytle Co., Limited
STERLING ROAD, TORONTO

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

FINE CHANCE FOR A GOOD MAN TO BUY a good grocery and meat business; established 25 years; parties wish to retire. Apply Box 256, Canadian Grocer.

TO RENT

TO RENT—THE BEST GROCERY, FLOUR and feed store in district of Muskoka; on centre of main street in town of Bracebridge. Apply Henry J. Bird, Bracebridge.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELOPES, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife.

Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

We are now located in our new and more spacious warehouse at


60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.

OAKLEY'S KNIFE POLISH



20-102-11-102

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 220
McDermid St., Winnipeg.

LARGEST CANADIAN DEALER

WASTE PAPER

E. PULLAN TORONTO

ADEL. 760

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

COCOANUT Standard Coconut Mills

E. B. Thompson, Sole Proprietor
HAMILTON CANADA

EDWARDS' Worcestershire Sauce

Chas. M. Edwards & Company
E. B. Thompson, Sole Proprietor
20 FRONT ST. EAST TORONTO

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid \$10.50.

Technical Book Dept.—MacLean Publishing Company
143-153 University Ave. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



For All We Have and Are—

To-night—under the wide canopy of Heaven, trenched in a line from the North Sea to Switzerland, pacing decks of ships, peering into darkness, that holds perils such as God's omnipotence never formed, millions of men are braving death for us.

Not one among whom but holds some woman dear (even though she be only the Dream Woman of his finer moments).

And with thoughts of "her" comes that *other* thought of the German Michael loosed upon the earth.

Do you wonder why our men fight hard?

Think, then, of what a privilege it is for us women to help send sufficient of the right kinds of food for the bodies of such great souls.

Think of this and then ask yourself whether you will forbear to substitute other foods for the white bread, beef and bacon you and your family now consume; and, in addition, prevent the waste of a single ounce of food in your home.

Your service of sacrifice is so small. The result will be so great—you surely cannot refuse.

Serve Our Heroes—Sign and Live Up to Your Food Service Pledge

Woman's Auxiliary, Organization of Resources Committee, in Co-operation with The Hon. W. J. Hanna, Food Controller.

In view of the Food Conservation Campaign now being conducted, the earnest co-operation of all grocers is desired, to make it successful.



Your Personal Guarantee Still Holds Good

The weather we will have henceforth will be a determining factor in the quality of the flour you will sell next year.

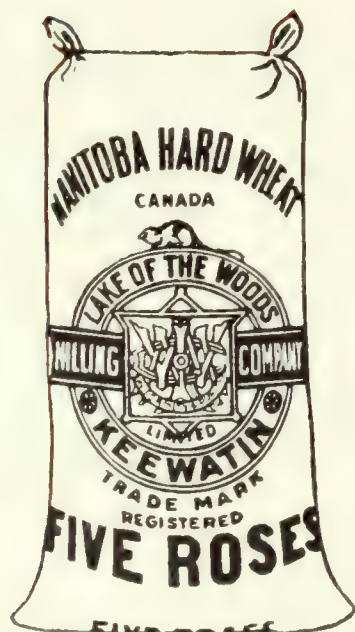
While, of course, we cannot control the weather, your interest dictates that we carefully supervise our wheat selection and milling process.

It is because the LAKE O' THE WOODS are not only willing but equipped through their intricate elevator system to sift the crop for its finest fruit, irrespective of price influence, that the grocers and dealers on our list are so well able at all times to maintain the integrity of their personal guarantee to the housewives in their trading radius.

This Company's milling policy is based on the conviction that even in the leanest years there will be ample high grade wheat to insure the uniformly dependable standard of at least one brand of flour.

Even with the wheat still in the ground it is reassuring for you to know that your customers can rely on uniform baking results with FIVE ROSES flour. *Let your customers learn by experience that the words "Uniformity and Purity" on a FIVE ROSES bag are a genuine description of the contents.*

Such a belief on their part is the soundest basis of Goodwill!



Daily Capacity
27,400 Bags of 98 lbs

**LAKE OF THE WOODS MILLING CO.,
LIMITED**

Montreal.

"The House of Character"

Winnipeg

Office: in 16 Canadian Cities

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, SEPTEMBER 28th, 1917

No. 39



KING GEORGE'S NAVY

A Good Line To Feature

The active sales and quick profits on Tobacco make it a profitable line to push.

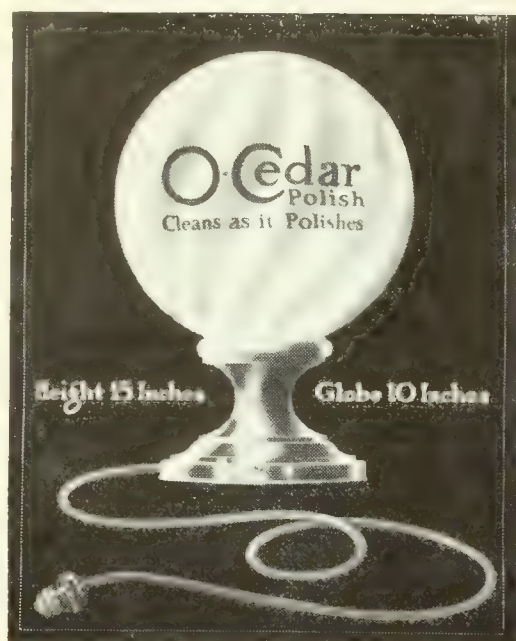
The country-wide popularity of the Chewing Tobacco bearing the Brand *King George's Navy*, makes it a particularly good paying line for you to feature.

Keep a good stock on hand, and display it where the men can see it quickly.

Order from your jobber.

Rock City Tobacco Co., Ltd.





Attention!!

You want the passersby to notice your window and merchandise displayed. This O-Cedar Electric Sign will get their attention and suggest not only O-Cedar but other articles about it.

O-Cedar Polish

You Get This Sign FREE

with either of the following orders. Prices are subject to usual discount.

DISPLAY DEAL No. 63.

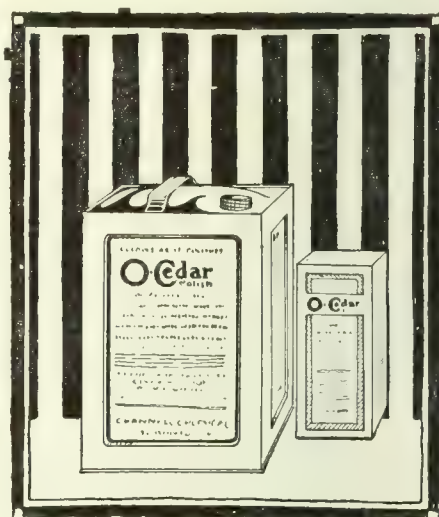
	Sells for
3½ Doz., 4-Oz. O-Cedar Polish.....	\$10.50
7 Doz., 12-Oz. O-Cedar Polish	42.00
½ Doz. Quarts O-Cedar Polish	7.50
O-Cedar Electric Sign	Free
	\$60.00

DISPLAY DEAL No. 64.

	Sells for
10¾ Doz., 4-Oz. O-Cedar Polish	\$32.25
4 Doz., 12-Oz. O-Cedar Polish	24.00
¼ Doz. Quarts of O-Cedar Polish	3.75
O-Cedar Electric Sign	Free
	\$60.00

Order from your jobber.

CHANNELL CHEMICAL COMPANY, LIMITED, 369 Spadina Ave. TORONTO



PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

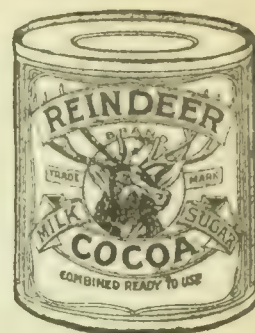
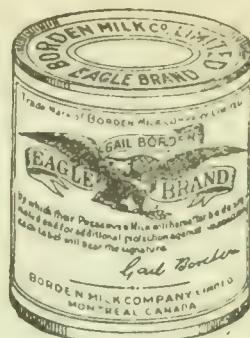
BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



The big selling points of Borden's Milk Products



are their Purity, Utility and Delicious Wholesomeness.

And every time you sell a customer any of the Borden lines you are backed by a Fifty-nine year record of satisfaction-giving.

Borden Milk Products are always brisk sellers—the demand is apparent everywhere. In season and out our extensive consumer advertising is creating and building up the Borden demand by getting more and more people acquainted with Borden quality.

Get up a Borden display to-day and get a big slice of this profitable trade.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

The Real Sellers

Put your selling effort behind the line of cocoas and chocolates that will back up your best recommendation—

COWAN'S COCOA Products

Consistent quality and forceful publicity have made Cowan's the easiest line to sell. Prove this to your own lasting profit.

The Cowan Company
Limited
TORONTO

There's a certain guarantee of customer-satisfaction in every can of

Indian Chief Brand Clams

The extreme precautions used in this selection and preparation eliminate every possibility of anything but tip-top quality.

Indian Chief Brand Clams are put up the same day they are taken from the clam beds and sealed without solder or acid.



Recommend them to every customer.

SHAW & ELLIS

POCOLOGAN, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO



Pork and Beans

Leaders in Quality

Leaders in Popularity

Leaders in Sales



Economical

Appetizing

Nutritious

Satisfying



If you offer your customers Clark's
Pork and Beans, Mr. Grocer, you will
find they give you the quickest turnover, the
best results and a satisfied client.

What more do you want? — Stock Clark's

W. CLARK LTD.

MONTREAL



If any advertisement interests you, tear it out now and place with letters to be answered.

Mince Meat

The 1917 prices upon our well-known brands are now in the hands of the jobbing trade and you will be wise in placing your order early.

We have five brands —

Wethey's Condensed in Cartons

Also the following bulk lines:

Standard	Extra Standard
Ready-to-Use	Home Made

These represent the best food values upon the market to-day. Apples are short. This is your opportunity to sell more mince meat, and be sure you buy Wethey brands. They have been giving absolute satisfaction for close upon forty years.

Our goods are sold by every jobber.

Order Early.

J. H. Wethey, Limited., ST. CATHARINES
ONTARIO

The Meal That Counts

In These Meatless Days

Simcoe Baked Beans

(With Tomato Sauce)

Contain more nutrition
than most meats and can
be purchased at a greater
SAVING OF MONEY

Right Now!

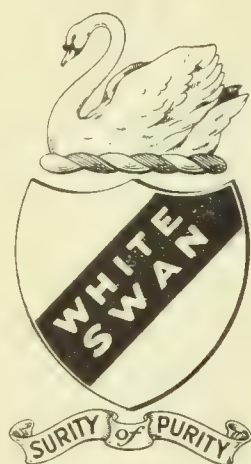
**Dominion Canners
Limited**



**Hamilton, Ontario,
Canada**

“The Seal of Quality”

A Supply of Store Cards with this Advertisement will be Sent You on Request.



SALESMAN WANTED

TERRITORY—Ontario, West of Toronto. (Does not refer to Mr. U. E. Clark, who has been with us for more than 15 years.)

QUALIFICATIONS—The man we are looking for has a good position now or a good reason for not having it.

REQUIREMENTS—Must be able to explain economy of high-class, high-priced goods to Dealers. WHITE SWAN Goods are sold on a basis of quality and satisfaction to the consumer rather than price.

Quality Counts — Costs More — Worth It!

INFORMATION — (Confidential)—Let your first letter tell us all we should know: Age, Married, Present Position — (what and how long), amount you expect to earn, and whether salary or commission, or both, preferred.

REFERENCES—Your record and the position you now hold.

NOTE—If you don't know enough about our methods or our goods, don't answer this until you have spoken to some grocers who do.

WHITE SWAN Goods are the highest priced goods on the market, and worth it.

We never consider a sale complete until the customer is entirely satisfied, and our money-back guarantee permits the Dealer to return at any time any WHITE SWAN Goods that are not found exactly as represented, or which may prove unsatisfactory in any way.

We know our goods and want none but satisfied customers.

P.S.—Our interpretation of salesman is "A man who sells goods."

Apply Immediately to

WHITE SWAN SPICES & CEREALS

LIMITED

MANUFACTURERS AND MILLERS OF
HIGH CLASS FOOD PRODUCTS

Toronto, Ont.

*Good Grocers everywhere
are selling*

E. D. SMITH'S

100% Pure Products

Because they find it profitable to do so. Because they find that the constant consumer advertising in conjunction with the peerless E.D.S. Quality is creating and maintaining a big ever-increasing demand for E.D.S. products. They find too that every E.D.S. customer is a satisfied customer—always.

You too should keep an E.D.S. display working for you constantly.

Is your stock complete?

E. D. Smith and Son, Limited

WINONA, ONTARIO

AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn. Ltd., Montreal, East Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

EL ROI-TAN PERFECT CIGAR

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

We represent Pugsley, Dingman & Co., Ltd., John Taylor & Co., Ltd., Toronto, and many other large British, American and Canadian firms. We can give the same time and service to your product.

149 Notre Dame Avenue East, Winnipeg

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

We can make a big success of your agency. Unequalled facilities. "Always on the job."

Storage Distributing Forwarding

CANADIAN GROCER has readers in every Province—You should use its advertising pages to help you.



Western Representation

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. East

WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

MANUFACTURERS:

Do you require first class representation?
Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission
Brokers

402 Chamber of Commerce
Winnipeg - - Manitoba

G. B. Thompson & Co.

Wholesale Commission Broker
and Manufacturers' Agent

We can handle a few more good lines.
Storage Warehouse and Transfer Track.
149 Notre Dame Ave. E. - WINNIPEG
Established 1898

THE Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.

DISTRIBUTION & SERVICE

from
COAST to COAST.

W. H. Escott Co. Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba,
Saskatchewan and Alberta. They get the business, and can get it
for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers and
Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manu-
facturers first-class service.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers
and importers in Canada and the United States,
and, if your line does not conflict with any of our
present agencies, we can handle your account, and
guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton,
Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We
are in an unexcelled position to handle storage and consignments, and to look after the
distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Wire, telephone or write me if you are interested in buying or selling

APPLES BEANS
ONIONS HONEY

DRIED OR
EVAPORATED APPLES

FRED J. WHITE

Fruit and Vegetable Broker
309-10 Board of Trade Building
TORONTO, ONTARIO

Maclure & Langley, Limited
Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.

These are the days of saving in window dressing material. Let us prove it.

May we send full particulars.

Manufacturers' Window Dressing Service
860 Bathurst St. Registered
Toronto, Ont.

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

**OPEN FOR AGENCY FOR THE
CITY OF OTTAWA**

Satisfaction Guaranteed.
Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

More Lines Wanted

Commission agent located in the North Country is open to look after several good lines for manufacturers and wholesalers.

I cover the territory from Sudbury to Hearst and also the Porcupine District.

"On the Job All the Time."

If you want results write me.

A. Lalonde

Post Office Box 123. TIMMINS, ONT.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department.
143-153 University Avenue, Toronto.

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in CANADIAN GROCER and let it assist you in filling your needs.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED

Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

OPEN FOR AGENCY FOR THE CITY OF MONTREAL

*Complete Trade Connection.
Reference—Home Bank of Canada.*

JOHN E. TURTON

55 St. Frs. Xavier St. Montreal
Phone Main 2628

ALFRED T. TANGUAY & CO.

17 St. James Street
QUEBEC CITY

Specialty, Beans and Corn

Commission, Grain, Etc.

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

OATS, PEAS, BEANS, ETC.

handled in any quantities to best advantage by

ELZEBERT TURGEON

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of

All Kinds of Grains and Seeds

Denault Grain and Provision Co.
LIMITED

SHERBROOKE, P.Q.

Results Furnished

C. B. HART, Reg.

*Wholesale Grocery & Merchandise
Brokers*

489 St. Paul Street W., Montreal

Efficiency Guaranteed

COUNTER CHECK BOOKS OR SALES PADS

If you want better sales pads or counter check books, write us. Our facilities and modern equipment for the manufacture of carbon leaf and carbon-coated sales books—in duplicate and triplicate—enable us to give unequalled service on these articles. Send us a sample of your sales book or pad, showing the size and style desired, and we will submit a quotation.

McCaskey Systems Limited

TORONTO, CANADA

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in
THE FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.50 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.

Published by

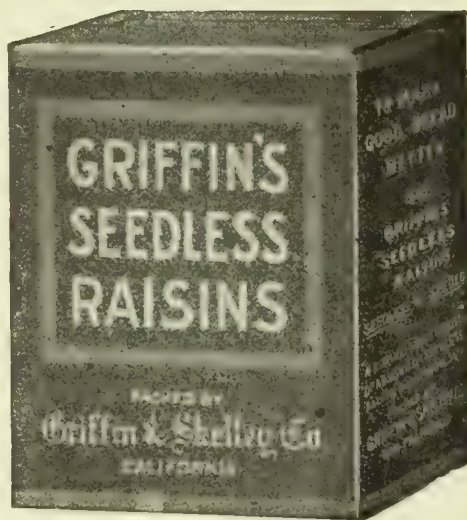
The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Extract From Trade Paper

Stocks of Greek Currants are practically cleaned up. Advice indicates that there are not nearly as many Australian Currants for export this year as last and price will be high.

Recommend



Griffin's Seedless Raisins

SELL THEM BY THE DOZEN

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid \$10.50.

Technical Book Dept.— MacLean Publishing Company
143-153 University Ave. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA



WEIGHING TEA

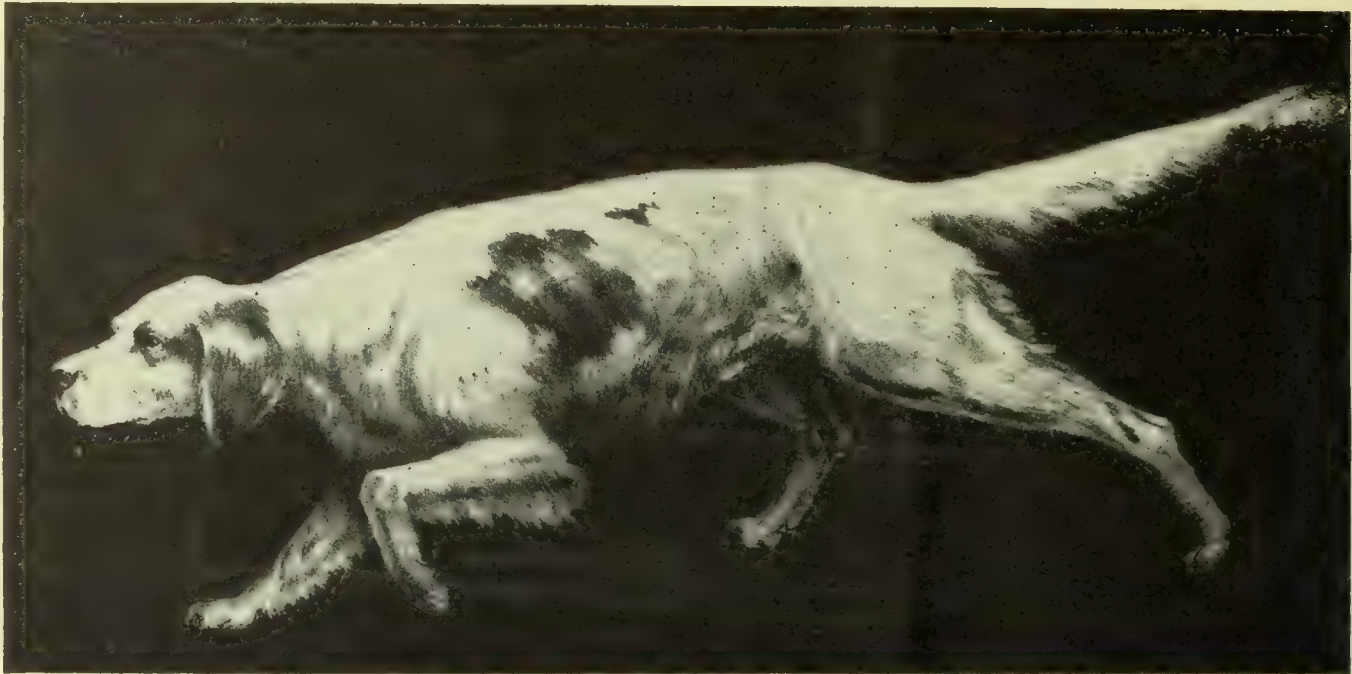
You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

The Japanese Government prohibits adulteration and coloring of Tea.

ON SALE AT ALL GROCERS

The present big demand for Japan Tea is a natural result of its own splendid goodness, made known in every community through our well placed consumer advertising.

Share in the good profits arising out of this growing demand by pushing the old reliable natural green leaf—Japan Tea.



SELL PRESNAIL'S PATHFINDER CIGARS

Write us for samples of

S.P.B. BAGS

and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

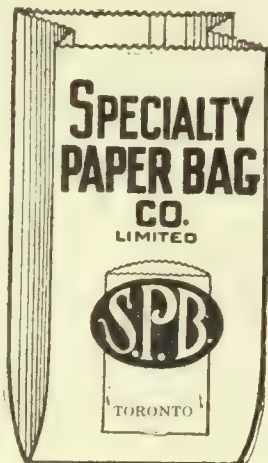
Confection-
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We
Specialize
in
Transparent
Glassine
Bags and
Envelopes
Made
the Only
Reliable
Way

Heavy Kraft Bags with
Centre Seam

We make Bags to line any
size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

GROCERS! You can make
good profits selling

Melita Talcum Powder

This is a delicately perfumed and highly sanitary talcum powder that wins favor from the very first.

It is just ideal for the dressing table or the nursery, and the attractively labelled 25c containers make displays attractive and sales easy.

To buy Melita Talcum Powder once is to buy it constantly. Stock now. Two tints — Pink and White.



FRENCH SOAP COMPANY

1613a Notre Dame East
MONTREAL

A neat little seller for your window and counter displays

The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.



An unsurpassed quality and deliciousness have made Queen QUALITY PICKLES a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

Give Little Miss Vi a Welcome.



Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial

beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing, and palatable than ordinary cocoa, and is made under ideal hygienic conditions in the sweetest and cleanest factory in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ltd., Delectaland, Watford, England.

400



Williamson's Lightning Healing Powders are wanted in every community

Farmers and horse-owners appreciate the curative properties of Williamson's. We want you to profit by this.

One of our trial supplies will show you what this line offers you. We will send you one dozen free of charge, express prepaid, you to make remittance when goods are sold.

Every sale gives satisfaction and leaves you a profit of \$2 per dozen.

Harness dealers should order through jobber.

The Williamson Mfg. Co.
GUELPH, ONT.



Whittemore's Shoe Polishes

IT'S an old story—that's why it's so often forgotten. So we want to remind you again that the best known goods are the easiest to sell. The best known dressings are Whittemore's, made by the Oldest and Largest Manufacturers of Shoe Polishes in the World.

The World's Standard Dressings

OIL PASTE
High grade paste polish, large tin boxes, easy cover remover attached. Black or Tan, 10c size.

GILT EDGE
Self Shining Dressing, 25c size.

FRENCH GLOSS
Self Shining Dressing, 10c size.

BOSTONIAN CREAM
will be a big seller in any color this coming season. 25c size.

WHITTEMORE BROS. CORP.
CAMBRIDGE, MASS.



CENTURY SALT

Your customers will like Century Salt

They cannot help but like its clean, sparkling purity and perfect seasoning qualities.

Century Salt is a good, brisk selling line—one worth featuring every day the year round.

Are you supplied?

THE DOMINION SALT CO. LIMITED
SARNIA, ONT.

A BOWES PRODUCT

The Line for You



Bigger Profits

Better Patronage

The Bowes Co. Ltd.
Toronto, Can.
Branches: St. John, N.B.
and Winnipeg, Man.



"KEYSTONE" Household Brushes


Extra fine quality—moderate price—good profit

Floor Brushes
Shoe Brushes
Table Brushes
Whisks
Scrub Brushes
Stove Brushes, Etc.

Write for Prices, Etc. !

STEVENS-HEPNER CO. LIMITED
Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.



A Common Scene in the Down-to-Date Grocery

Customers stopping in at the store or "phoning" their orders for a dozen or two of those "strictly fresh" eggs. And incidentally including also an attractive sized grocery order.

They have come to know, first of all, that the quality of eggs at "Smith's" store is right and further that every egg will reach them sound and unbroken, and in a clean, sanitary *Star Egg Tray*.

Do you need a business stimulator? Try eggs according to the *Star System*. We'll tell you how.

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Star Egg Carrier & Tray Mfg. Co.
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*Special Notice to
Wholesale and Retail Trade*

Now that the price of wheat has been fixed we have decided to make a guaranteed price on our PURINA checkerboard products.

NEW PRICES TAKE EFFECT MONDAY, SEPTEMBER 24th.

RALSTON WHEAT FOOD, 18s.	\$2.90
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Also in 24-lb. and 98-lb. bags.

This is the opportune time to make an attractive display in your windows and on your counter. Cash in on our big advertising campaign. We prepay the freight on 5-case lots in Ontario and Quebec. The 5 cases may be assorted as you choose.

Order through your jobber. If he won't supply you, write us direct.

We are also millers of gold dust, corn meal, rolled oats, oatmeals, pearl hominy, hominy grits, white corn flour and all cereals.

Buy these bulk cereals direct from our mill and be sure of pure, fresh goods.

'Phone, wire or write us when in the market.

The Chisholm Milling Co., Limited
TORONTO

Make Bodley's Overseas Cake a leader in your display

Now is the time to get in on the profit-making demand for Bodley's Overseas Cake.

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Our consumer advertising is creating the demand. Get your supply to-day.

You will find Bodley's Xmas Puddings in 1-lb. tins a live seller. Suggest these to your customers for overseas parcels.

C. J. Bodley

95 Ontario Street

Toronto



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Every woman likes to stow away an ample supply of eggs, fruits, butter, vegetables, etc., when prices are reasonably low.

Our high-grade sanitary pottery is just what she requires for this work. A little display—a little suggestion on your part and the sale is completed, giving you a neat extra profit.

Get a stock of this pottery now. Note our prices:

OUR PRICES ON BUTTER CROCKS

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Twenty-five and thirty, 20 cents per gallon.

Thirty-five, forty and fifty gallons, 24 cents per gallon.

The Toronto Pottery Co., Limited

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King and Yonge, TORONTO

It is the superior quality that continually brings *new* buyers, and holds the trade of *old* customers if you stock

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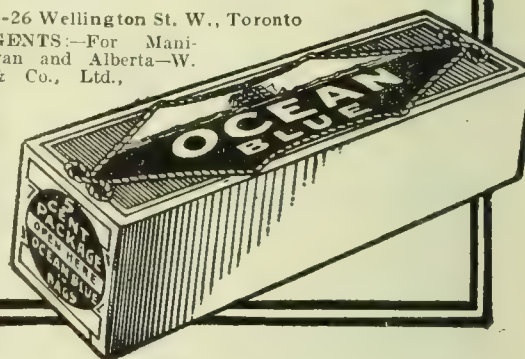
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If your customers like good tea the only thing that will please them in the "cheap" tea is the price—and you know how quickly we forget the price if we dislike the article.

Then if by any chance some of those who buy cheap tea are satisfied with it haven't you started them on a habit that will likely be bad for you. Just now perhaps you can get an extra profit out of a cheap tea; but usually a cheap tea sells at a cheap price giving a very small profit and once your customers get started buying tea or anything else because it is "cheap" they will hunt around among other stores trying to find something still cheaper. While on the other hand you are sure of your profit and you are sure of keeping your customers if you sell them Red Rose.

Red Rose Tea

"is good tea"

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Established 1874

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CANADIAN GROCER

Vol. XXXI.

TORONTO, SEPTEMBER 28, 1917

No. 39

Food Controller Gets Part Truth

Hanna Announces That Attempt to Control Prices and Interfere With Trade Distribution Would Create Havoc in Business, but Indulges in Talk About "Middle Man Inefficiency"—The Whole Truth.

EDITOR'S NOTE.—Food Controller Hanna has issued a statement to the newspaper press regarding his position in the matter of regulating food handling and food prices. It contains a sane summary of certain phases, but unfortunately strays into error in certain essentials, with the probable result that the press will take up these errors as a basis for further attacks on the derided "middle-men"—the wholesalers and retailers. CANADIAN GROCER feels impelled to amplify the sound points that the Food Controller has made and to point out the fallacies into which he has been led. A summary of his statement and a reply are appended.

"I FIND, and the gentlemen so ably, earnestly and disinterestedly assisting me find, that very grave and mischievous misconceptions of the duties and powers of the Food Controller exist in the minds of a number of Canadians. This number is not large, and I had hoped that with the passage of time most of the misconceptions to which I refer might of themselves have been cleared away. Since, however, they persist, and appear at times even to be fostered by writers who have perhaps been too busy to give sufficient thought to the problems they discuss, I deem it necessary to the public to make the following statement:

"Unless the consumers in the cities of Canada signify their willingness to face a complete disruption of all trades, a total breakdown of real estate values, and the utter demoralization of labor conditions in their cities, the Food Controller cannot possibly accede to the demand made in some quarters to 'cut prices down,' to 'sell food at cost,' or, as it is otherwise expressed, 'to do away with the middlemen.'

"I must remind those Canadians who are perhaps unaware of the fact, that seven main factors may be said to govern the present prices of food:

"(1) The disproportion between demand and supply, consumption and production. Food cannot be cheap while there is such a growing disparity between the numbers of producers and the numbers of consumers.

"(2) Unrestrained competition between great foreign buyers of foodstuffs in our markets.

"(3) Unequal distribution of the available supplies, surplus production in

The Food Controller, Hon. W. J. Hanna, caught by the camera, at a happy moment,



one Province being unavailable for Provinces in which shortages exist.

"(4) The food speculator.

"(5) The greedy middleman.

"(6) The supernumerary unnecessary and inefficient middleman, and

"(7) The waster.

"The first of these is a world condition, and can scarcely be affected by the efforts of one Food Controller in a short period of time. The second has been corrected by the creation of central buying offices for the Entente powers. The third is being overcome by close co-operation with the railway companies. The fourth is vigilantly guarded against. The fifth is being checked as rapidly as our committees and staff can gather correct information as to costs and devise remedies and penalties. The seventh we are hoping to eliminate by appeal and by education. But the sixth, the supernumerary, unnecessary and inefficient middleman, whose presence in the community is one of the most serious economic wastes of the day, whose low standards of efficiency set standards of the whole community, is beyond any but the mild-

est powers of the Food Controller. This, one of the most serious aggravations of the high-price situation, cannot be removed without precipitating disaster upon the whole country.

"That there have long been too many city people and too few farmers in this Dominion is common knowledge. But it is not so well known that among our city people there are too many mere distributors, too many shippers, packers, carriers, wholesalers, retailers, advertisers, printers, salesmen, brokers, sub-brokers, deputy-brokers, assistant sub-deputy-brokers, and the whole army of people in the services and professions that wait upon the middlemen. I do not say that the functions of these non-producers could be done away with, but I do say that there were, and there are, too many for each function—too much duplication of effort and equipment. In the city of Toronto in 1910 (the last census year) there were less than thirty thousand actual producers of goods, including a large proportion of those who produced only luxuries. The balance of, say, the one hundred thousand wage-earners in

the city of Toronto must have been either servants, professional men or middlemen. And this inflated staff of non-producers, not only in Toronto, but in every Canadian city and town, was and still is dependent for its wages upon the movement of farm goods to the city and city goods to the farm, and all the over-specialized, over-elaborated processes which a luxurious civilization imagines are necessary to its happiness.

"While the average consumer in our cities is giving vent to his resentment against the middlemen in general, and against the big middlemen (the packing and distributing corporations, for example) in particular, he overlooks two vital facts—first, that he himself is probably a middleman of the least essential and least efficient sort, and dependent for his living upon the continuance of an effete economic condition; and second, that any Government regulation tending by radical means to reduce the middlemen's 'spread or margin of profit,' tends to wipe out the unnecessary and inefficient middleman and to make still richer the big middleman and his corporations. I do not say this is just. I only point out that it is true, and that so long as it is true the Food Controller cannot cut prices, or wipe out the middlemen or sell goods at cost. The Food Controller knows, for example, that cod steaks can be sold at a profit by certain large retail organizations in Toronto at fourteen cents a pound. It would seem to be in the immediate interests of the Toronto householder to direct that fourteen cents be the maximum retail price for cod steaks in Toronto. But, indirectly, such an order would ruin the very man it aimed to benefit. For, such legislation directed against one class of trade, could not consistently be denied against other classes of trade. It would force out of business not only the ordinary dealers in cod steaks, but, to be consistent, all small fish dealers. The small milk dealer must then be asked to operate on as small a 'spread' as the large milk concerns—a thing he cannot do owing to his smaller volume of turnover. The ordinary butcher would then have to give way to the department store butcher, the modest bakery to the large bread factory, and the little grocer to the big one.

"There has not been and there will not be, an instant's hesitation to bring to bear all the powers of the Food Controller against any producer or middleman whom we find in our present investigations to be making an undue charge for his service—an unfair 'spread.' Unquestionably, as I said before, there are too many middlemen. Without a doubt, by fixing maximum prices so that only the big concerns could operate, we could force thousands of middlemen out of their offices and stores, and theoretically, into factories and on to farms. But such a transformation could not be quickly effected without appalling confusion. Shops and offices would be idle. The men who depend for their income on renting shops or selling goods to retail-

ers, or delivering goods or collecting bills or renting telephones, and the armies of people who wait on these in turn would be deprived of their revenue. Rent and taxes would go unpaid. The value of real estate would collapse. The credit structure of the whole community would be violently shaken. A wasteful way of living might thus be corrected—but at what a price.

"The first duty of the Food Controller, let me remind you, is not to cut prices, eliminate middlemen, 'sell goods at cost,' or correct in a day economic evils which an unthrifty and luxurious use has allowed, even encouraged to grow up, but to protect Canada, the Canadian troops, and our share of the war of the Empire against disaster through famine—I use the word without any exaggeration. I can do this only by decreasing consumption, and, as far as possible, increasing production. Against the other price-raising factors, against competitive buying by foreign governments, against unequal distribution of resources, against speculators, greedy middlemen and wasters the public will be vigilantly protected. But with wages better than ever and unemployment unknown, with the purchasing power of a dollar in the food market very little lower than its purchasing power in the labor market, the middle and well-to-do classes of Canadians still buying luxuries, really cheap food would for the present be a disastrous invitation to these classes. The really poor need no exhortation from me to economize, to squander or scant provisions and defeat the very objects for which the Food Controller was appointed."

MR. HANNA'S statement is born of a serious, although a hurried, study of the conditions of trade and of the systems of distribution by which goods reach the ultimate consumer, the public. He has discovered part of the truth—but not all of it.

In showing that any drastic attempt to reduce prices or to eliminate "middle men" would be sure to create havoc, the Food Controller has struck a sensible note. The daily newspapers, impractical as ever and with an eye to circulation, have been clamoring for price control and government supervision of distribution and for other wild and frenzied schemes. Mr. Hanna's summary of what would happen if anything of the kind were attempted is right to the point, but he has drawn the picture mildly. The elimination of "middle men" would not mean merely the forcible closure of certain wholesale houses and brokers' offices. It would mean the complete breaking up of the machinery of business. At a conservative estimate half of the men in the large cities would be thrown out of employment, temporarily at least. The unemployment and poverty which would follow would be widespread and not possible of substantial mitigation by any form of government help.

What would be the advantage of lower prices of food, if a large proportion of

wage earners were thrown out of employment thereby?

The Food Controller is quite justified, therefore, in his assertion that it would be impossible to arbitrarily fix prices and to remodel our system of distribution because of the unemployment that would be created. He might have gone a step further and said that it would be inadvisable under any circumstances *because our present system of distribution is the most economical and the quickest, in fact the most efficient of any system that has so far been devised.*

It is not intended to say that the system as it stands to-day is perfect in all its ramifications and not open to improvement or simplification. Unquestionably, faults have crept in which might be corrected; but the principal, the central idea of distributing goods from manufacturer-to-wholesaler-to-retailer-to-public, is the only workable one that has been devised.

Some reformers would eliminate all wholesalers, others, more ardent still, would even look to the weeding out and perhaps the ultimate elimination of the retailers! Any student of trade conditions knows that a radical departure from our present system of distribution would in the long run actually increase the cost of the goods. It may sound somewhat of a paradox but it is true, nevertheless. The man on the street thinks that the "cutting out" of the middle man with his margin of profit would lessen the cost of the goods by just that much. He is wrong! The price would almost certainly go up. And why? Because a new method of distribution would have to be devised and in the long run it would prove more costly.

On the surface it unquestionably seems wrong that an article which costs in the making \$1 should cost, say, \$2 when it reaches the public. But the reason after all is not hard to find and all the theorizing in the world has failed to shake it. On the one hand we have the manufacturer turning out his product by the ton and on the other hand we have millions of homes scattered over thousands of miles buying by the ounce or the half dozen. It would be very simple if the householder could go to a big warehouse maintained by the manufacturer and buy the article and carry it away. Even that system would be very cumbersome and hard on the consumer, for it would mean that, instead of making one call at a nearby store and making the purchase of a dozen articles and *having them delivered*, the householder would have to tramp to a dozen places and carry the goods away. But, unfortunately, the idea is impossible anyway, because it so happens that one factory located, say, in Galt or Sherbrooke, makes all that is needed of one particular article to supply the whole of Canada. So the idea of the buyer going to the maker for the article, is impossible. It has been pretty effectively demonstrated that the mail order idea is an impossible one for the manufacturer. Few manufacturers have followed it out successfully and only in certain lines—goods

(Continued on page 29.)



An Effective Autumn Unit Display

The photograph that appears on this page depicts a very attractive unit display to form the centre of any Thanksgiving window or counter display. Surrounded by a fitting setting of corn sheaves and golden rod, and this display holding the

centre of the window, the merchant would have a display that could not fail to attract the attention of the passerby, and in connection with this might be displayed any timely articles, always remembering that the attractive force of such a unit

display depends entirely on the importance that is given to it. If this is kept in mind a most novel effective and compelling display could be arranged with some such unit as the central figure to add a touch of unusualness to the display.

Fishing Scheme May Increase Prices

Present Supply Will be Directed to United States—Government Supply Insufficient to Meet Deficit—The Government Scheme as Outlined by Minister of Public Works.

FOLLOWING in the footsteps of the Food Controller, and acting in conjunction with him, the Ontario Government is going into the fish business, with the intention of reducing the price of the better varieties of fresh water fish, to within the reach of the general public. This new activity comes under the direction of the Department of Public Works and more definitely still under the mantle of the Hon. Findlay McDiarmid the head of this department, who has himself been arranging the details of the scheme.

As at present outlined the scheme is to go direct to the retailer. Mr. McDiarmid when spoken to stated that there was no definite intention of shutting the wholesaler out of the scheme, but the fact remains that the wholesaler has not been consulted, and his opinion on the matter is not known, while the first consignment of fish is due to arrive in Toronto on Wednesday of this week. Mr. McDiarmid was frank enough to admit, that the idea was to provide the public with fresh fish, and that in order to accomplish this it seemed advisable to make the distribution as direct as possible.

• Fish Delivered to Retailer

The fish will be delivered to the retailer to be sold at a set price of 12 cents. As the fish coming from Lake Nipigon the first source to be tapped will be mainly white fish it is readily seen that this is quite a reduction on current prices, or would appear so at first blush.

It is the intention to handle the business direct from the point of landing to the individual customer, by means of the express companies. Agencies are beginning to be developed to handle this type of business, to get orders and to transmit them to the source of supply. Of course, the government being the government can manage to get the fish on the market at a lower figure, if the expenses incident to these agencies referred to are left out of account. It is to be remembered however, in justice to the wholesale trade that the public are actually paying for this service, though possibly in a way that will be less painful to them than the well known established system.

As has been stated 12 cents will be the price that the retailer will be given as a selling price. Mr. McDiarmid stated that it was the intention that this should be the price, but that there would be no interference unless the retailer attempted to exceed this figure. In this connection it might be noted that one of the main objections with Mr. Hanna's efforts in the popularizing of fish was that there was no restriction on any but the high price, and that large depart-

mental stores were permitted to undersell for reasons of their own, their smaller competitors, which considering the very narrow margin permitted proved a great hardship.

To provide a continuous supply of fish cold storage equipment will be established in different centres to provide for any over production, and to ensure as far as possible a continuous supply.

While the scheme is at present in a more or less experimental stage, and is of necessity more or less local in character, it is the idea to have it in due time cover the whole province. In all probability it will be the retailer through whom the sale is conducted, but this it is emphatically stated is dependent entirely upon the retailers' willingness to accept the Government's conditions as to price, where this is not forthcoming it is the intention to empower the municipalities to go into the business.

The set price of 12 cents is made on a basis of white fish which is the chief fish produced in lake Nipigon. As yet it is not known what price the retailer will be compelled to pay for the fish, but the probability is that it will be in the neighborhood of 10 cents. Other government waters will however, be fished to provide a sufficient supply to meet the demand that is expected. Lake Nipissing, is one of the sources contemplated, and as this is a sturgeon lake and sturgeon is considered somewhat more of a delicacy than White fish it is understood that the price for this fish will be somewhat higher than the 12 cent limit. Lake Simcoe will also be fished.

In connection with this scheme also permission has been granted for the commercial fishing of the Trent River. The game fish of this river are to be protected however, and only a variety known as bull trout or mountain trout will be permitted to be taken. These fish too, can be taken only on the understanding that they shall be sold at 6 cents to the inhabitants of the town of Campbellford, or to other places when the supply warrants it.

Mr. McDiarmid stated that the whole idea was to use the natural resources of the province to provide the people with cheap food. He believed that they were quite justified in setting a lower margin of profit to the distribution, because fish were a natural production, and entailed no labor to produce. The fisherman was the chief producing agent, and he did not think it right that the profit of the handler should approach that paid to the fisherman for his catch.

Just in how far this scheme will prove effective, and will actually provide cheaper food for the public remains to be seen. The idea behind Mr. Hanna's first

fish scheme, was to popularize some little used varieties of cheap fish. In so doing it has been found that the supply was not equal to the demand, and as a consequence despite the set price, the figures paid for these fish have been in many instances higher than were originally decided on. The Provincial Government, working in conjunction with the Food Controllers' Fish Committee, has opened two lakes that have been barred to commercial fishing, and consequently have enlarged the supply of these varieties of fish. Even had the Government not decided to take the matter into its own hands, the opening of these virgin waters with the increased supply available might have been expected to decrease the price of fish even without overriding the natural trading channels.

This is the opinion of F. T. James.

The Effect of Measures on the Available Supply

Another phase of the situation that Mr. James points out is the danger of the loss of actual supply. If the Fishermen were compelled to sell to the wholesaler at these prices, they would shortly be out of business. The solution for them will therefore be to seek other markets. Competitive buying between Canadian and American buyers has always been very keen, and Canadian Buyers have only been able to maintain the supply by meeting this competition. They cannot very well go out and contract fish at the usual market price, and then have to meet the competition of the Ontario Government. The result will probably be, if this idea is forced to its legitimate conclusions, to shut the wholesaler out of the market which will force the bulk of Canadian fish to be marketed in the United States.

The Ontario Government will not be able to supply this deficiency. The net result therefore will be to decrease the supply of fish instead of increasing it, a condition that will be very hard to remedy. The wholesale dealers are attempting to get in touch with Mr. McDiarmid with the idea of coming to some more satisfactory arrangement.

Basis of Profit Will Mean Actual Loss

The two cent basis of profit on fish also is open to strong objections from the retailers' standpoint. It is not sufficient margin. The ice required to properly care for fish will do away with a good deal of this profit, while the loss of a few fish, would very soon change this profit into an actual deficit. That at least is the opinion of dealers most directly interested in the sale of fish.

The government it is felt is well intentioned, but is acting without a sufficient understanding of the conditions.

Featuring Condensed and Powdered Milks

Use the Interest Created in the Milk Situation to Further Sales in These Standard Lines—Create a Business That Will Mean Profit and Found Profit to You.

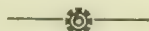
DESPITE the request of the Food Controller that the milk producers supplying the City of Toronto should not advance prices until it had been possible for him to investigate the situation, the price of milk goes up on October 1. This decision was reached on Tuesday evening of this week. That sets aside the possibility of any compromise between producers and distributors, and makes an increase in price assured. This is not only a matter of local interest, for from Montreal, Ottawa, and many other sections come reports of similar activities on the part of the producers of the surrounding section. The reasons given for the increases are the increased costs of feeds and labor, and many producers state that if the increase is not given they will go out of the business and sell their stock for beef.

It may appear that this is of no particular interest to the grocer except as individual members of the community. Comparatively few grocers are handlers of milk, and consequently the loss that such a sharp advance might entail is not likely to be felt.

Most grocers, however, probably all grocers, are handlers of condensed and powdered milks. Unquestionably the increase in price will entail a growing demand for these kinds of milk. It is here that the grocer may very well profit by getting behind these lines and calling them to the public attention when the price of milk is being forcibly brought to the attention of the public. It may be that the business that the grocer has done in these lines has not been of large proportions. Here is a gilt-edged chance to improve it, to build up a real business that will stay with him. For there are a thousand-and-one ways in which these

prepared milks may be advantageously and economically used by people who would not contemplate entirely superseding fresh milk by the prepared varieties.

Whatever business can be built up in these lines is distinctly found business. Every cent of extra money that is made is found money. The grocer, therefore, who does not take advantage of this psychological moment to feature this line, by window display, advertising and personal selling canvas is losing sight of a very good opportunity.



ONTARIO RETAIL MERCHANTS WIN APPEAL

Judgment Against R. Higgins & Son,
Reversed in High Court. Grocer
Had Adopted All Reason-
able Care.

Some time ago the firm of R. Higgins and Son of Yonge Street, Toronto, was sued before Mr. Justice Middleton and jury on the ground that a woman cus-

tommer of the store, had fallen, through what the plaintiff claimed was carelessness on the part of the defendant, and had broken her leg. The sympathy of the Jury favored the plaintiff and awarded her a verdict of \$1500 damages.

While this was a substantial sum, it was felt that there was more in the case than the individual verdict. It set a precedent for other actions of a similar sort, and it was felt that if this judgment were permitted to go unchallenged, that grocers everywhere would constantly be in danger of similar action taken against them by customers who might of their own fault come to some harm or inconvenience while in the store.

This being the case the Retail Merchants' Association decided to appeal the case. The case was heard in the High Court on Tuesday of this week before Chief Justices Meredith, Anglin, Rose and Osler, who reversed the decision of the lower court. The trial judges held that no evidence has been adduced to show that the store had been negligent in any particular, or did not exercise every reasonable precaution for the safety of their customers. On these grounds the action was dismissed and the appeal upheld. Hartley Dewart appeared on behalf of the Retail Merchants Association.

Indication of Trend of Sugar Situation

Steadying Effect of Concerted Action Being Felt—No Sharp Advance Likely, Though Available Stocks Limited.

FIXED sugar prices for Canada and a supply that will be ample for all our needs, are foreshadowed in information that was secured in Montreal this week by CANADIAN GROCER from the sugar refineries. Action in Canada is awaiting the decision of the International Sugar Commission, which

is in consultation with the Food Administration, the refineries of the United States, the beet sugar growers, and the Cuban sugar planters. In the meantime the Food Controller has asked the American refiners not to engage in competition for the remaining portion of the Cuban crop, and as a result one of the large re-



An effective and attention-getting Thanksgiving window trim.

finers, Arbuckle Brothers, have closed down temporarily because of a lack of raw sugar to carry on operations.

The following statement made to CANADIAN GROCER by an official of one of the Montreal refineries will be reassuring to the trade in Canada:

"The International Sugar Commission, formed by the Food Administration in the United States, and the Royal Commission on Sugar Supply of England, who purchase all the requirements of sugar for Great Britain and her Allies, will have complete control of raw sugar supplies for all countries except Java. It is expected that this Commission will fix a maximum price for raw sugars for 1918. As to supplies of sugar available for the balance of this year, the United States beet crop, which will approximate 850,000 tons, will be available for distribution the second half of October. This crop, together with the unsold balance of the Cuban crop, will take care fairly well of American requirements for the balance of this year. It is understood that there will be sufficient sugar available to meet the needs of the country for this fall."

The members of the International Sugar Purchasing and Distribution Committee consist of George M. Rolph, Food Administration, chairman; Sir Joseph White Todd and John Ramsey Drake, both sugar men of England; and as representatives of the United States, Earl D. Babst, of the American Sugar Refining Co., and William A. Jamison, of Arbuckle Brothers.

The United States members also constitute the National Sugar Committee of the Food Administration, and there are in addition the American Refiners Committee and the Beet Distribution Committee.

It is understood that the Canadian refiners have been in communication with the Food Controller for Canada, Hon. W. J. Hanna, but no conference has yet been held. There are sufficient supplies of raw sugar in Canada for some time to come.

A despatch from Washington says: "On Saturday last the sugar industry in the United States by Presidential proclamation was put under the National Food Administration to be conducted under a license system, which will control the manufacture, distribution and importation of sugar. It was announced that the chief aim of the Administration was to stabilize prices.

"It was explained in the trade that the reason why refiners have been asked not to buy more raw sugar in the Cuban market was in the hope that there would be a return of normal prices, the prices having gone to an unwarranted high figure because of the competitive bidding between the British Royal Commission and American manufacturers for the raw product in Cuba.

"The New York City members of the National Association of Brokers in Sugar met and wired the Food Administration deprecating reports that the sugar brokerage trade were bulling the market and unduly exciting the buying trade. They declared that careful inquiries

showed that no such action had been taken by the refined sugar brokers. Outside brokers were urged to act in full co-operation with the Food Administration.

"In the meantime a suggestion from

the Food Administration to the public press to refrain from publishing articles concerning the present shortage in sugar would tend to a great extent to help conserve the present available supplies."



Demonstrating the Community Grocery Store in Washington, D.C.

A Danger Point in High Prices

How the Community Grocery Store Can Undermine Trade by Doing Business Without Meeting Business Conditions.

THE innocent appearing photo that appears on this page is an illustration of one of the newest activities that have sprung up as a result of the war and high prices. Innocent as it appears, it is a real menace to the grocer, not so much in the item of actual business that such concerns can do, which will be relatively small, but in the harvest of discontent and suspicion that are invariably the result of such activities.

The photo represents a demonstration of the operation of the Community store, and as the figures show, the purchases decided on by the demonstrator represent a clear saving of \$2 on every \$5. The stout gentleman in the foreground is Thomas U. Sissons of Mississippi, who is advocating the setting up of a grocery store in every schoolhouse of the country as a means of fighting the high cost of living.

The picture illustrates an American scene, and conditions that have not yet grown acute here, but it is an activity that can well be guarded against. Moreover activities of this nature are not a rarity in Canada. Buying Clubs have sprung up in various parts of the country, purporting to supply necessities at less than the average grocery charges.

Of course it may be possible in certain lines, and at certain times and under certain conditions for such activities to actually show a saving. But the development of any such scheme will not only in the long run not save money, but will be a menace to the life of many of the smaller communities.

The best way that the grocer can combat such activities, is by keeping on

the friendliest terms with his customers, by for one thing, endeavoring to give these customers the best service and the cheapest goods consistent with a reasonable profit. When prices have to be increased, it is wise for the grocer to take the customers into his confidence, and convince them of the justice of the increase. To do otherwise is to encourage suspicion, the father of all such activities as the one noted above.



INCREASED GRAIN YIELD IN CANADA FOR 1917.

A preliminary estimate of this year's wheat crop in Canada as given out by the Census and Statistics Office, is for a total of 249,164,700 bushels from 14,755,800 acres, an average yield per acre of 16.88 bushels as compared with 17 bushels in 1916 and 29 bushels in 1915. The 1917 crop represents an increase of 8 per cent. over that of 1916. The total yield of oats in 1917 is estimated at 399,843,000 or 33.18 bushels per acre as compared with 35.91 bushels in 1916. The rye crop is estimated at 4,194,950 bushels as compared with 2,967,400 bushels in 1916. The crop ran 20 bushels to the acre in both years. Barley yields 59,318,400 bushels as compared with 42,647,000 bushels in 1916 with an average yield per acre of 24.80 and 25 bushels respectively. The total yield of flaxseed is placed at 10,067,500 bushels as compared with 7,316,300 in 1916, the average yield per acre being 8.11 bushels in 1917 and 11.¼ bushels in 1916.

Get After Credit Accounts--Now

Present is Most Opportune Time to Settle Long-standing Credit Accounts—Farmers Thriving on Good Crops and High Prices—Loosening of Capital Benefits All Branches of Trade.

WHAT more opportune time could there be than the weeks from now until winter for the hardware dealers throughout the country to get after their credit customers and urge the settling up of old accounts which have been standing on the books for months, and perhaps even years? Throughout the country places the farmer is enjoying a period of prosperity much greater than any in the past. His crops are generally reported as abundant this season, and high prices are secured for all his products, either agricultural or stock. Good crops were predicted early in the summer, but harvests are now being gathered in, the crops are being turned into cash, and what is more logical than that the farmer should first wish to clear himself of long standing debts, and rearrange his credit with his neighbors. The grocer has been long-suffering in many cases, and his generosity has been the basis of much of the success with which the farmer has met. He has indirectly helped the farmer to the success by carrying him along, but now it is up to the farmer to do his part.

There is no doubt whatever that the intentions of the farmer are good, and that he entertains no other idea but to straighten up his credit when he secures the cash, but oftentimes a little reminder brings the desired response and does no injury to trade. In hard cases an explanation of the situation will oftentimes facilitate settlement.

Vigorous Treatment Urged by Expert.

If talking with W. H. Lamont, vice-president of the Canadian Credit Men's Association, a CANADIAN GROCER representative was impressed with the emphasis with which Mr. Lamont indicated that NOW is the time to collect old accounts and to use vigorous treatment in pursuing the work of the collection department. In this connection such slogans as "Get After the Money" or "Now is the Time to Collect" might prove effective stimulants.

Some accounts have been standing on the books of many grocers throughout the country until they have now become an eyesore. Such accounts should be pursued without a moment of delay; the farmer has the money and can make settlement if the matter is put squarely up to him.

Some grocers are inclined to let matters go rather than do the least bit of pushing for settlement, fearing the loss of trade. Has it ever occurred that it might pay to lose some accounts for an immediate settlement of outstanding cash? Are not the benefits accruing to the merchant from having the cash

sufficient to warrant vigorous action in such cases which are suffering from stagnation merely because the dealer does not go after them? These are some of the questions the merchant should ask himself.

Paying Unnecessary Interest

While he has accounts outstanding, the merchant is often paying interest to the banks or wholesalers. The outstanding cash may prevent him from earning his cash discount. The non-collection of cash due may affect very seriously the credit of the grocer at his own bank and with neighboring tradesmen. All these have detrimental effects, the seriousness of which cannot be discounted.

The continuation of such elements as the foregoing in modern business will bring on the inevitable in the space of a very short time, and it is alarming to note the large number of merchants who will follow this road, when a little extra shove would place them where no such dangerous elements would threaten. This little extra shove should be applied between now and winter time in order that the winter season can be commenced with a clean sheet, or at least with a more definite understanding of the position of his credit customers than the merchant has to-day.

In some cases where cash is not yet available, owing to the fact that cash is sometimes slow in being returned to the farmer for his crops, it would pay the grocer to get 30 to 60 day notes for his outstanding accounts, and place them in the bank for collection. Such action not only strengthens his credit with the local bank and other neighboring merchants, but it gives him a credit standing which is a valuable asset to any man.

A Patriotic Duty

Apart from the business element, the merchant should regard as a patriotic duty the bringing of more money into general circulation and preventing the stagnation of capital with its serious effects upon business conditions in general. He and his family may be stinting themselves on everyday living necessities because of the fact that much capital is tied up in outstanding accounts. The bringing in of money from this source will provide the necessary funds through which some items of clothing or furnishings might be secured for the family, and in this manner everyone affected benefits, and the buying power of the public is increased to a similar extent. From this standpoint it is evident that the merchant is benefiting a great number of people by urging the loosening

up of invested capital and stopping the stagnation of credit accounts once and for all.

Individual credit, that is, the credit extended by the retailer to the consumer, is more rigid in character than any other form of credit and is subject to the greatest risk. Without any intention of hindering business, but rather to build up better business, it is urged that the grantors of commercial credit have the courage of their convictions and counsel with their retail customers to sell merchandise to the consumer on a basis that comports with present conditions, i.e., not tie up capital as freely as under usual conditions in rigid forms of credit.

Encourage Cash Sales

Daily necessities in the home should be sold for cash or practically cash, as far as possible. Ordinary home supplies should be as nearly as possible sold on the basis of semi-monthly payment, and supplies for the person or the extraordinary supplies should be sold on the basis of monthly payment, that is, accounts rendered paid on the first of each month for the supplies of the previous month.

The retailer should be especially cautious at the present time and should work for cash payments or shorter terms. All merchants should awaken to the responsibility which may mean the saving of distress in later days, for beyond question the consumer can be brought to recognize the economy of cash and short term payments, and that long terms mean inevitably higher cost of living. It behooves all merchants to do their part in keeping all forms of credit as liquid as possible.

When credit accounts have all been arranged satisfactorily and some form of settlement has been agreed upon, the merchant should commence a rigid study of those to whom he grants credit, in order that he will not again fall prey to the destructive element of having old credit accounts which are all but chalked up in the list of bad debts. He should endeavor to find out as much as possible regarding the financial position of his credit customers.

Three Classes of Credit Customers

Credit customers can roughly be divided into three classes. The first class consists of the customers whose earning power is not sufficient to grant much in the way of credit. A limit should be placed upon such customers, and they should be watched closely. Should there be any signs of their probable falling off in paying, further credit should not be granted, unless satisfactory reasons can

be made for its continuation. The second class are the least risk. They represent the class which live comfortably, but are not included among the wealthy class. These customers are usually prompt in their payments and require little urging to meet their debts if their accounts are allowed to temporarily lag. Such customers should be watched for any indication of falling off in payment, however, though no drastic action should be taken unless warranted. Such things as any news of the day seriously affecting the business in which the man of the house is engaged would be justification for a closer scrutiny of the credit account book. The third class, generally speaking, consists of the wealthy set who

likewise are little risk. Such accounts are usually let go for longer periods than is the case in the other two classes, but generally are promptly paid when a statement is submitted.

In some cases it has even been urged that a signed statement of the customer's financial worth should be secured by the retail merchant before he grants credit. The principle is that the merchant has a right to know the financial standing of an individual before he entrusts him with his money for any length of time. A bank will not loan money indiscriminately, and why should a merchant do so without any guarantee of the ability of the customer to settle up? Those to whom credit is extended should

appreciate that credit grantors have the undoubted right to ask and to be given a full and accurate report, based on actual figures, realizing that he who loans money or its equivalent is entitled to be shown why confidence can safely be extended.

At the present time healthy business conditions are prevailing throughout the country, both in regard to agricultural and industrial pursuits. No one can foretell what the future may bring forth, and therefore, it behooves the retail merchant to accept the present as the most opportune time to get after his outstanding credit accounts and to thereby benefit not only himself, but the trade in general.

Now Time to Study Business Insurance

Take Time by the Forelock in These Days of Unusually Profitable Conditions.

By Henry Johnson, Jr.

RIGHT now I want to induce you to give serious consideration to the question of Business Insurance.

What is business insurance? At the risk of having you turn the page without reading further, I'll tell you: It is **saving money and putting it away where it will accumulate.**

Now, you'll miss it if you do not read further—take my word for it. So let's get the outline first and tell the why afterwards.

The scheme is to provide for business expenses only, as a starter. Determine what you must keep each month with which to pay your rent, help, heat, light, etc., Then settle on a certain minimum sum which you will take out and put away **before any profits are figured, before you take out any "spending money," before you pay your bills!** Get that last: **BEFORE YOU PAY YOUR BILLS.**

Begin small. Take as little as \$5 per month for a beginning, if you do not feel sure you can take more. But make it \$10 or \$25, or more if possible; and remember that this system is going to make a lot of things possible for you that hitherto have been in the "Can't-be-done" class.

Never Reduce—Never Quit—Never Withdraw

The idea is that the beginning must be modest because the most fundamental point is that money once saved must not be used again—except as I shall indicate later on—and, though you will gradually increase the monthly savings, you must live up to the new schedule whenever you make the sum larger. For the keystone drops out the minute you permit yourself to backslide.

Whatever the sum fixed upon, take it out of the safe first thing on the first business day of each month and deposit it in a separate savings account. So entirely separate must it be from the rest of your funds, that it is well to use

a separate bank for this account. Never mind the interest now—let it be 3%, 3½% — the present point is to accumulate it. **And every cent of interest earned must be redeposited to accumulate with the capital.**

And note this: It's no matter whether your bills are paid or not. Pay no attention to any other obligation on that first morning of the month. Do nothing, think of nothing, keep your mind free and clear of all other things until this particular money is drawn out and put away.

The benefits are almost beyond computation. Here are a few:

First, there is the accumulation itself, which grows wonderfully. Just how wonderfully may be sensed from the fact that as little as \$25 per month thus put away at an average of 6% compound interest will yield just about \$30,000 in 30 years—a comfortable competence for the merchant 30 years old to look forward to when he's sixty. In other words, **the saving of \$9,000 during those years, at \$25 each month, will produce \$30,000—\$21,000 of it earned for you by somebody else!**

Second, you are kept scratching for funds. You return to your store and every bill you have stares you in the face. The effect is surprisingly sobering. It makes you think seriously and figure closely on every purchase you make. You invest neither in merchandise nor in "improvements" of dubious value or utility. Better have the money in a business-insurance fund than tied up in a lot of fancy fixings which often are merely in the way.

Become Brisk, Insistent Collector

Third, you become a keener collector. You are actually more sincerely in need of funds and therefore more convincing—because you do need the money.

Fourth, you have a constantly growing sense of security, of power, of **independence**, because your bulwark of financial

fortification is growing higher and more substantial every month.

Fifth, you feel that you are working for yourself. You are making tangible progress. You are gathering real money. You are absorbing the most vital lesson that can get lodgement in any man's consciousness; that the one way to make real money is to take money out of your business steadily.

AND THIS CAN BE DONE BY EVERY BUSINESS MAN NO MATTER HOW HE IS SITUATED, NO MATTER HOW SMALL HIS BUSINESS, NO MATTER HOW MODEST THE SUM ACCUMULATED MAY BE. IT IS THE DUTY OF EVERY BUSINESS MAN TO DO THIS.

Benefits Summarized

To summarize the benefits, we have:

- 1.—The money safely put away.
- 2.—We buy more conservatively.
- 3.—We become more effective collectors.
- 4.—We have **SECURITY**—Business Insurance.
- 5.—Working now for ourselves we acquire **Independence.**

And there are any number of collateral advantages. Ask your jobbers. Ask your banker. Take note of the tone of enhanced respect with which each will listen the minute you suggest what you have in mind.

Why, bless your old heart! Financial independence, competence, everything worth working for lie in this direction and only in this direction when all is said and done.

The Next Step

Suppose, now, that you have piled up \$100, \$200, \$300. On the first interest day, draw out what may be needed to buy solid bonds. The first you buy should be the solidest—war loan bonds are ideal at this moment.

Because those are the soundest, safest security that can be found anywhere. Buy 'em. Put them into your safety de-

posit box. Then the bank can "bust" and most other things go to thunder—your money will be secure.

Next, accumulation should go into bonds of second line convertibility. Such will yield $4\frac{1}{2}\%$ to 5% . Buy those until you have, say, \$2,000 to \$10,000, depending on your own circumstances. (You will be able to take care of yourself after you have bought a few bonds with the advice of your banker.)

Third, buy bonds of narrow market, but sound. These will bear $5\frac{1}{2}\%$ to 6% . In some cases bonds bearing even 7% can be bought safely—only be sure of the house from whom you buy.

Then follow small mortgages, which in the west pay 7% and even more; and seasoned stocks which have long record of solid earnings.

In this way your savings eventually will earn you an average of 6% —and that is enough to try for in most cases.

"Can't Spare the Money!"

"But I need all my capital in my growing business," says the business man. "It keeps me scratching to meet my daily needs."

That is precisely why YOU need this plan more than some others. The man who skates on thin ice needs to have a life-line handy. When operating on a narrow margin, one most needs a little surplus on which to draw in case of real necessity.

So this Business Insurance is VITAL to you — that is just why it is called Business Insurance.

For the money is not lost. It is your business to think of it as put away where you cannot get it. But as a fact, the money is there in the bank or invested in securities so sound that they can be hypothecated without a moment's notice in any bank.

If real, pressing need hits you—if illness or misfortune visits you—take your securities to the bank and borrow against them. Then work like a beaver to get them free again!

Compare, if you like, that kind of assets with two or three cars of flour, for example, bought far in advance of need. You can dispose of that flour—how? By taking a heavy loss. But the bonds—why you do not need even to dispose of them!

All times are the right times to begin this system. But right now is the RIGHTEST time that has come for many a long year. For these are days of liberal profits. See that you conserve a lot of yours in Business Insurance. And if you start, you will be safe—you will never be without Business Insurance again.



FOOD CONTROLLER GETS PART TRUTH

(Continued from page 22.)

generally that are sold on time and at high prices to cover interest, shipping expense, damage, bad debts and mail order advertising. It follows, therefore, that the maker has to go to the buyer.

The idea of the manufacturer sending out salesmen to sell to the public is, of

course, absurd. It would mean sales staffs running into the thousands for every manufactured article on the market. Costs would go up entirely out of sight. And anyway the householder could not afford the time to buy each article separately nor the capital to lay in large stocks of goods as would be necessary under such a system. Therefore, arises the need, the absolute, iron-riveted, irrevocable need of the local store—the handy emporium where practically everything is carried in stock and which the householder can visit at any time to buy any article in any quantity, small or great. Only the most blind will attempt to deny that the retail store is absolutely necessary under our present method of living.

With that much established the question comes up as to why the manufacturer cannot go direct and sell his goods to the retailer. The only reason is that the manufacturer cannot do that economically. He would do it if he could. The manufacturer is in business for one purpose only, to make money. If he found he could get his goods to the public cheaper and thus increase his business by selling direct to the retailer he would do so. It would mean that, instead of the few travelers that he needs to call on the wholesalers, he would have to put on a big enough staff to call on all the retailers in all the provinces of the Dominion—perhaps a hundred in all. It would mean that, instead of shipping a carload to the wholesaler, he would make up hundreds of individual shipments in dozens and grosses and consign each one separately to all the quarters of the compass. His warehouse staff would have to be increased a dozen times, a score of times over. The cost of transportation would be doubled and quadrupled. Then the manufacturer would have to look after the collection of payment on thousands of small accounts, increasing his staff, increasing his bad debts and multiplying the amount of credit he would have to carry on his books.

And the crux of the matter is this: Every manufacturer would have to do all this, no matter how small and insignificant he might be. The number of travelers on the road would be almost beyond computation. The retailer would have time for nothing else but seeing travelers. It would be a deluge, a colossal joke!

To cover all this the manufacturer would have to make an adequate price on the article and, mark this, that price would be higher than that which the retailer pays by the wholesale method.

The proof of this is found in the fact that the manufacturers deal through the wholesaler. In comparatively few cases do they sell direct to the retailer, and then only to such merchants as are in a position to buy in large quantity.

On the other hand the method of handling goods through the wholesaler works out this way: The manufacturer sells in large quantities to the wholesaler. The wholesaler sends out travelers who sell perhaps half a hundred different lines to the retailer at once. These various purchases are sent out in one consignment and the wholesaler collects for them in

bulk. The wholesaler is a factor not for the duplication of profit, as the rather ignorant and highly excitable newspapers imagine, but for *simplification of distribution and economy of cost.*

The Food Controller shows some appreciation of all this in his statement to the press as reproduced herewith. He bears heavily and unfairly, however, on the fact that inefficiency has crept in among middle men. Some there is, unquestionably; but a certain degree of inefficiency can be found in any business and always will be found until the day comes when human frailty can be eliminated. Mr. Hanna states, in support of this, that only 30,000 people in Toronto are actual producers and that the rest are engaged in the movement of goods. His figures may be correct, but he is entirely wrong when he asserts that the same percentage would be found in every Canadian city and town. Toronto is a distributing centre. The bulk of the work of distribution for all Ontario is done in Toronto. In a smaller centre, say Galt or Brantford, probably ninety per cent. of the wage earners would be found engaged in productive work. The stress that the Food Controller has placed on this point is unwarranted by the facts. It is a certainty that the inefficiency and "over-elaboration of processes" found in distribution and marketing is no greater than could be found in the manufacturing of the goods.

However, the Food Controller's statement will clear the air to some extent. It establishes one prime fact—a fact that the noisy theorists cannot assail—that drastic interference with marketing processes would bring the whole fabric of trade tumbling down like a house of cards and bury many of the howlers themselves in the landslide.



EASTERN FISHERIES PROFITABLE

Halifax, Sept. 26.—One of the greatest of Nova Scotia industries is the fishery, and this year it is highly prosperous, large catches and big prices. A fisherman is quoted as saying, speaking of the price of flour at \$14 a barrel: "I don't think of flour cost in terms of dollars but in terms of codfish. It used to take two quintals of codfish to buy a barrel of flour, but this year it takes less than one and a half." The summer catch of the banking fleet is 175,000 quintals, which, with 40,000 taken on the spring trip, makes 215,000. There is besides the catch of the Bay fleet, 25,000 quintals; so altogether the total will be about 240,000 quintals, as compared with an average catch of 200,000, and the price will probably be ten per cent. above the average. Large cod ex-vessel is quoted at \$10 a quintal and small at \$9. The lobster pack situation is doubtful. There is a considerable portion of the season's pack remaining on this side, though purchased with the intention of shipping to Europe. Delays in transportation have caused the lobsters to lose the best consuming season in England and France. It may leave a surplus on hand when the next season opens.

Salesmanship---The Personal Element

Secretary of Minneapolis Retail Association Delivers Pointed Address on Salesmanship Emphasizing Essential Qualities of Best Salesmen.

THE following extracts concerning the value of the personal element in modern salesmanship are taken from a recent address delivered by J. S. Taylor, secretary of a Minneapolis Retail Association and instructor in salesmanship at the Y.M.C.A.

"Salesmanship is a mighty interesting subject, more interesting than you might first think. When you learn to apply psychology, then you will have acquired a knowledge of the science of sales. It is singular how many there are who imagine that all that is necessary is to step behind a counter, and, as a lady or gentleman comes in, say "Good morning"; then lean on the counter and ask, "Was there something this morning? Lovely morning, isn't it?"

Now, just imagine that type of salesman behind the counter saying, "Is there anything you want this morning?" He is lazy, mentally and physically. Do you get that? A physical and mental laziness fully demonstrated. On the other hand, the salesman comes into the store and says, "Good morning," or "How do you do?" He has a cigar in his mouth which has been dead for two years and a half and he doesn't know it, and he expects to get right in personal touch with you. He sets his grip down on the counter and expects to attract favorable attention. Of course, he has attracted attention. Has it been favorable? I don't care how much he knows about his line or about your nature, he has got a problem on his hands right now, and that is to change your mind to think as he thinks and do as he wants you to do. That is salesmanship.

The Circus "Salesman"

One of the best types of salesmen dealing with a large number of individuals, changing their minds at the same time to think as he thinks and do as he wants them to do, is the man just outside of the show at the big circus. Did you ever see him, or hear him? He tells you all there is within the great tent, tells you it is just beginning and to go inside and see what there is in there to be seen. He paints a picture and you get a vision of yourself just walking along that tent, and you can see everything that is to be seen in there; then he comes a little bit closer and looks at you with a smile, and there are a few other fellows outside who crowd together, and then somebody buys a ticket and they all begin to buy tickets, and how they rush!

There is another type of salesmanship. We find him standing on the corners playing a mouth organ, or a banjo. He gets the people close, begins to talk about the ills of man and suddenly removes a little box from his bag, announcing that it is a salve put up for the purpose of removing stains from a man's character. Then he takes out of his pocket a little bottle and tells you about

that. By and by you begin to feel pains all over, and then you get so interested you get a little closer, and he will sell you a liquid put up in a bottle for one dollar, and which you can buy from your druggist for twenty-five cents. He has the ability to attract men and to move them. He gets the people to think as he thinks, gives them a vision.

Word Picture of a Man

There is a special type of man necessary in this world. I have here a picture of a man, and if you fail to use this illustration you fail to master the supreme opportunity. First thing to do is to find the man, the capable man, the trustworthy man, the reliable man, the honest man, and when we have him we keep him at work. Here is a word picture of a man, and the first thing I shall call your attention to is this word "CHEERFULNESS."

How do you rise in the morning? Feeling good? Do you meet every person with a feeling of good-will as you step out in the day's business? You and I and everybody else love to look into a pleasant face. It is that person's face, that power of personality that draws. It is the thought that you and I radiate in our actions. So let us take cheerfulness as a part of our life.

Then we have "HOPE." Hope is the anchor of the soul.

Next "AMBITION." I don't like that word. Ambition is a splendid word when it is properly directed, but I like the word "ASPIRATIONS"—the man who aspires to something, who has a brain full of ideas, and something he wants to accomplish in life.

Then we have "RELIABILITY." The man upon whom we can rely is a splendid type for business success. Here we have that large influence on man's actions, which involves the environment in which you and I live. Some live down in slums where the sun never shines, but the successful man is the man who lives on the mountain tops, where the sun shines all day.

Next we have "CONFIDENCE." A confidence in your corporation, in yourself, in your house, and in your line.

"TRUTHFULNESS." Why truthfulness? Just to tell the truth, because it sells more goods? No, because it is right. Get that first in your mind. It is right. That is why we should tell the truth. Don't ever be carried away by the idea that you have to just cut the corners a little bit in order to accomplish your purpose; it will defeat you in the end. Tell the truth because it is right, even if it hurts.

"ENTHUSIASM." Be on fire about the thing you are doing. Enthusiasm is thought set on fire.

"REASON." Just carry the word "JUDGMENT" right up here (indicating

brain). Reason before you act. It is necessary to your success that you do that. How are you going to do that with the different types of men? If you have been studying human nature you may be able to determine from the different lines of face, its shape between the jaw, or by the ears, whether he is sensitive, or whether he is a keen listener whether he has reason or not. Then analyze the individual. When you have studied the science of salesmanship and human nature you are able to do that. When you are from six or eight feet from him you would know the first word to say to him.

"KNOWLEDGE." Have you a knowledge of yourself? What is your present worth?—fifteen cents, half a dollar, or what is your business worth? You and I can never analyze anybody unless we are able to analyze ourselves, therefore the science of dealing with human nature reveals a method by which we may acquire that knowledge of ourselves, and a knowledge of our competitor, his goods, his line and methods of transacting business.

After we have knowledge, we want something better; we want to exercise that knowledge, to put that knowledge to work, and here is another word that comes in at this point. "GRIT." When you find the road hard, when you find that it is almost impossible to accomplish the thing you desire; just sprinkle a little sand on the way and take a new grip; that will pull you across the line.

Six Types of Men

We have six types of individuals. The first one you know. He is the pure white one hundred per cent. man.

Next is the red, the darkness of life. We are subject to fifty-four negative traits of character. There is one that is working in some of you men to-day, and it is going to put you out of business unless you stop it; and that is worry. Don't do it, you can't think, you can't act, you can't sleep, you can't eat, you can't enjoy life. Get it out of your system, or you will be a red man.

The third is blue; the dawning, the breaking, the gentle spirit. Supplant worry with cheerfulness.

When you organize your brain for services, don't you think it makes a strong man? It is the man with an organized brain who has power, physically and mentally.

The fourth is the yellow. Maybe some of you have a yellow streak running up your spinal column. You will find that fellow sitting in the park, a Piccadilly collar, red necktie, his head in his hand, and he says, "Oh, gee, I wish I had a job." The trouble with that fellow is his wishbone is where his backbone ought to be.

Fifth, we have the green. He is the grouch, whose liver is always out of order, who knows more than anybody. You have got that man to contend with.

Sixth is the black. The black man is the fellow who will do anything to accomplish his purpose.

Three Elements in Sale

There are three elements or three (Continued on page 43)

The California Citrus Crop

Largest Fruit Shipments in History, Despite Frost and Heat Damage — California Provided 71 Per Cent. of American Oranges and Lemons Last Year — Coming Orange Crop Will be Light.

THE general prosperity of the United States and Canada has allowed the marketing of the largest crop of all the principal citrus varieties produced by California at satisfactory prices. While the values of citrus fruits did not increase like the prices of the staple foods, the greatly enhanced purchasing power of the people allowed more consumers to buy these fruits regularly, creating a steady demand throughout the season, except for a few weeks following the entry of the U.S. into the war. The shortage in the Florida orange and grapefruit shipments on account of frosts overcame to some extent California's increased crops. No long periods of rain in the producing districts interfered with the steady movement of the crop and decay losses on oranges were less than usual. The weather in the markets was favorable, except for a period of extreme cold just previous to Christmas, which interfered with the distribution and damaged the contents of many cars in transit. An insufficient supply of refrigerator cars during most of the year delayed the clean up of the navel crop and the start of the Valencias in spite of generally heavier loading, and shortage of labor and packing material at times interfered with the movement.

The Navel Orange Crop

Considerable damage was done to the navel crop in the lower lands of the early districts by a frost in November at about the time the first shipments were starting. The car situation prevented the shipment of a great deal of the damaged fruit in which the injury was not clearly apparent until some time later. The first shipments of frosted fruit on a bare market brought good returns but seriously affected the later market as did the immature fruit shipped from some sections where maturity laws were not effective.

The Southern California navel crop was the largest that has ever been marketed. Some damage was done to it by frost in a few sections during the winter but this occasioned no serious difficulty as the shippers were able to segregate the poor fruit from the good by waiting until the damaged fruit commenced to dry out. The sizes ran medium to small which was helpful in the sale, as with other foods so high in price, oranges selling at a low price per dozen were in great demand. The market continued steady until the first week in April, when the United States entered the war. For several weeks following the market was weak and declining owing to the effect on the consumers and the trade of the appeals to economize

and the purchases of unusual quantities of the staples. When confidence was restored the market improved and the average realized on the navel crop as a whole, was higher than in any recent year. Because of the shortage of refrigerator cars, labor and packing materials, the navel movement continued to a much later date than usual.

The navel movement was free from any protracted decay period, which occurs in most seasons, usually following continued rains. The weather was more favorable and handling methods for decay control are constantly improving. Brown rot was not serious, both because of the weather conditions and the control measures adopted in the orchards.

Miscellaneous Varieties

Seedlings, Sweets and St. Michaels, started to move when the market was in a very unsatisfactory condition following the entry of the country into the war but the recovery came in time to make the averages very satisfactory.

The Valencia Crop

The Valencia crop is the largest California has ever produced. Owing to new acreage coming into bearing the shipments of this popular summer orange have been steadily increasing until they now amount to one-half as great as the navel shipments. The non-bearing acreage is large and it may be expected that the Valencia shipments will continue to show an increase each year under normal climatic conditions.

The opening of the Valencia season was very much delayed on account of the late clean-up of navels and the miscellaneous varieties of oranges and like the other varieties the proper movement has been interfered with by the shortage of transportation equipment and packing supplies.

The market is taking this variety in large quantities at good prices. Owing to the late start and interference with the shipments, a larger percentage of the crop will move after September 1st, than usual. With a heavier movement even the smaller trade are handling Valencias in carload lots through the summer and fall, making their orange business an all year round one.

The Lemon Crop

The California lemon shipments have shown a considerable increase over any other year. This was chiefly due to new acreage coming into bearing. California supplied 71 per cent. of the total consumption in the United States and Canada for the Government's fiscal year ending June 30th, compared with

64 per cent. the former year and 53 per cent. five years ago.

The foreign lemon importations were somewhat less than the previous year but California's increased shipments more than overcame this deficiency and the total consumption was greater than ever before.

The distribution has been very wide and many new markets have been opened to California lemons for the first time.

The markets were steady during the winter and spring months with the usual good summer demand and a very high market temporarily in August during the hot spell throughout the Eastern States. There was a steady demand during the season, even when the weather was cool and lemonade not in great demand.

Considerable difficulty with decay has been encountered in the stored fruit, due partly to the cool weather during the winter and spring, lengthening the time the fruit was on the trees, and partly to the shortage of labor to pick the fruit when it should have been harvested. Many shippers, however, were able to handle these conditions successfully and have delivered their fruit in the markets in better shape than ever before. The returns on the crop for the season as a whole were satisfactory, but it is most important that the greatest effort be made in the handling operations so as to maintain with the trade the reputation for keeping quality which has been built up throughout the country on the California lemon.

The Heat Damage to The 1917-18 Crop

In June the citrus districts were visited by several days of extremely hot weather, the temperatures reaching maximum heights for so early in the summer. The weather preceding had been unusually cool and the young fruit of the next crop was small and tender. In the interior districts the heat was accentuated by dry winds. This resulted in a large percentage of the small navels of next year's crop drying up and dropping from the trees. This was true also of the very small lemons and in most districts the large matured lemons on the trees were made unmerchantable. The medium size green lemons were not generally damaged. The Valencia and other seedling varieties were not so severely affected and the bulk of the Valencias are grown in the districts nearer the coast where the heat was not so intense, nor continuous.

At this time it is not possible to obtain an accurate estimate of the crop for next year but it is certain that there

(Continued on page 35.)

CANADIAN GROCER

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ESTABLISHED 1886

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H. T. HUNTER - - - - Vice-President

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Vol. XXXI. TORONTO, SEPTEMBER 28, 1917 No. 39

EDITORIAL BRIEFS

ONLY two meatless days a week? Indeed, that sounds like Heaven to a lot of poor folks hereabout who have been having seven.

* * *

THE WESTERN Provinces can once again start munching canned goods without any let or hindrance from Mr. Hanna. The embargo as far as the Prairie Provinces are concerned, has been definitely raised.

* * *

MR. HANNA announces that he will definitely fix the price of foods or give the reason why. It is to be hoped also that he will forbid the sale of veal and lamb, or give a reason why, and a better reason than has been forthcoming from any source up to the present.

* * *

CALIFORNIA has assumed ownership of all fish in the streams and contiguous waters, and has been given the power to fix the maximum prices that may be charged for the fish by fisherman, wholesaler and retailer, in fact wherever and by whomsoever the fish is sold. This looks like control all right.

* * *

ALL WHOLESALE fruit and vegetable dealers are to be compelled to register with the Food Controller. It is to be hoped that these activities will lead to something, and not merely be a drag on the wheels of business. The registering of all purchases of apples by these firms may result in some good, but it is a little difficult just to see where.

* * *

MR. HANNA announces that his department has

arranged for the distribution of Nova Scotia apples in the West. When he devotes his attention to such activities, he, the Food Controller, is laying his finger on one of the serious problems of the country, that of the distribution of perishable products. It is our humble opinion that more is to be gained in this way than in indiscriminate embargoes.

* * *

A NEW BRUNSWICK member recently urged in Parliament the withdrawal of the duty on potatoes. If such a change were made it might work to the advantage of New Brunswick farmers, were conditions similar to those of last year to prevail, but it would certainly be at the expense of Canada as a whole. While we maintain a tariff barrier, it is just as well that it should serve to benefit Canadians as a mass, and not only the large manufacturer and producer.

* * *

NOW, more than ever before, it is the imperative duty of every retailer to pay strict attention to credits. The retailer should sell on credit only when investigation has proven to him that the debtor is quite able to pay the account at a specified date. A great many grocery firms are to-day doing a strictly cash business, but this is not possible with all merchants. The majority of merchants find it necessary to extend credit in some cases. Where credit is given a time limit for settlement should always be set. And when the date for settlement arrives the merchant should not hesitate to ask for payment.

THE BIG GAME SEASON OPENS

THE opening of the big game season gives an added trade opportunity to those merchants whose place of business taps any of the great hunting districts. This sort of business is mainly found trade. That is, whatever there is done in this business may be considered as extra profit. It is outside the usual business channels, and comes usually from parties outside the locality in which the store is situated. The opportunity only presents itself for a few weeks, so it behooves the merchant to make the best of it, for such business is truly found business.

POPULARIZING FISH

THE Ontario Government, working in conjunction with the Food Controller, is going to still further enlarge the program for popularizing fish as a food. The Food Controller, in conjunction with the wholesale fish merchants, has done much to bring fish to the attention of the public, by arranging for a better system of transportation from the seaboard. The Ontario Government intends, however, to tap the immense natural resources of fish that are in some of the Provincial Lakes, that to the present have been protected by Government regulations. Lake Nipigon will be the main source of supply, and from it will be brought all manner of fresh water fish,

to be sold at reasonable prices. It is understood, too, that this activity will be directed through the regular channels of trade.

A GENERAL FRUIT SHORTAGE

IN the year to come there is likely to be a very considerable shortage in some of the more popular varieties of fruit. Oranges, the most generally popular of all the fruits, have suffered in all quarters. According to recent reports late spring frosts have seriously damaged the Spanish orange crop and Spain ranks next to the United States in her production of citrus fruits. Last winter there was a serious freeze in Florida, that damaged many of the younger trees. The recent heat damage in California caps the climax. The prospect for the coming crop in California is for about half of this year's bumper crop or about two-thirds of a normal production.

With oranges scarce, and bananas scarce and likely to become scarcer, what are we going to nibble at during the winter months?

WHAT IS BEING DONE ABOUT MILK?

WHAT does Mr. Hanna intend to do about milk? The milk producers about Toronto and Montreal and other large cities have made demands for greatly increased prices. These may in a measure be justified by conditions, though wages are no higher than they were last year, and pasturage is plentiful. It would not seem that this was the time to increase the prices of milk by approximately 25 per cent. It is urged that no restraint can be put upon the producer. That he can let the milk go to waste rather than sell it at a price if he so desires. If that is so, it is a condition that in these days might very well be remedied. The Government and the Food Controller have not hesitated to examine into the businesses of merchants, and in some instances to so regulate them that there is little, if any, profit. Surely it is within the powers of the Food Controller, or if not it should be, to enquire into the cost of the production of milk, as he has enquired into the cost of the production of other necessities, and set a fair and equitable price. Milk is one of the commodities that no country can afford to juggle with.

ENFORCE THE CANNED GOODS EMBARGO

THE difficulty with the prohibitions, that carry with them no hard and fast compulsion, is that they, in a measure at least, put a premium on dishonesty. Such is the case with the Canned Goods prohibition. It is true that it was imposed with the serious idea of aiding the country, and that heavy penalties were imposed for its infraction. But while the terms of this embargo are being broken every day, there has been no effort to impose the penalty. The police of our cities and towns, the only power

that could deal with the matter, have had no orders, and consequently do nothing.

Unquestionably, the better class of grocers everywhere are sticking to the letter of the law, and are refusing to sell any of the prohibited articles. When in so doing they are living up to the law, they should be assured of a fair deal. It should not be possible for persons to leave these stores and buy the prohibited goods elsewhere. The fact that it is so, and that it is openly so, and that no effort has been made to stop it, will unquestionably bring this Order-in-Council which should show some slight effect for good, into disrepute.

The Order-in-Council should either be repealed or rigidly enforced.

ANOTHER ARGUMENT ON SUPPLY AND DEMAND

A LOT of well-meaning people are doing their best to remedy all the world's abuses by some simple little scheme of their own. To these simple souls the mention of the law of Supply and Demand is like a red rag to a bull. They don't believe that there is any such thing. They are assured that you can settle anything at a moment's notice by just chopping away everything that happens to stand in the way of the end that they desire to reach. Well, let us take up the cudgels for the good old friend Supply and Demand, by putting the simple question as to why coffee has not advanced. Every grocer knows that it is among the very few articles that despite world conditions has remained normal. Freight rates have increased, costs of production have increased, war insurance has become essential, all added charges, yet coffee remains at the same old figures. What is the reason? The reason is, of course, our old friend the law of Supply and Demand. The world's production for the year 1914-1915 and 1915-1916 was about 19,385,000 bags, and for the year following it is estimated at 19,885,000 bags. In other words, the supply remained fairly steady. But the demand didn't. During the years before the war the United States used about 40 per cent of the world's supply, Germany and Austria about 25 per cent., and other central European countries about 35 per cent. With the outbreak of war, about half of the world's demand was shut off. It is to be presumed that the coffee handlers and producers are not the only disinterested philanthropic workers of the world. It is probable that they would have liked to have shared in some of the profits, or at the worst to have been able to cover some of their losses, but the law of Supply and Demand works as inexorably, one way as the other and because coffee, under present conditions, is in excess of demand, coffee prices, despite the enormously increased costs, have remained at pre-war time prices. How do the gentlemen who deny the existence of such a law explain this circumstance?

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Quebec

G. Dubois, jr., Montreal, has sold out.
L. P. Gates, grocer, Montreal, has sold out.

A. Paiement, grocer, Montreal, has sold out.

A. Lavigne, general store, Ste. Scholastique, was burnt out.

J. D. Martineau, grocer, Monotreal, Que., has sold to A. Pequette.

Wm. Fowler and E. C. Smith, wholesale grocers, have been registered for Smith & Company, Montreal.

An address on "How to Help Business" was given by William C. D'Arcy, President the Associated Advertising Clubs of the World, at the opening meeting of the Montreal Publicity Association on Tuesday, Sept. 25th. Mr. D'Arcy laid special emphasis throughout his address on the growing realisation in all business life of the great principle of service as the soul of success. A stirring patriotic tone was given the address of Herbert S. Houston, vice-president, Doubleday Page Co., New York, and predecessor in office of Mr. D'Arcy who spoke on Business After the War. "After the War is Won" as he preferred to make it. Five hundred business men of Montreal heard the two addresses in the Rose Room of the Windsor Hotel.

Ontario.

F. G. Hill, Ottawa, has sold out.

M. R. Ford, Toronto, has sold out.

A. S. Smith, Toronto, has sold out.

M. Lafortune, grocer, Ottawa, has sold out.

L. C. Vincent, Earls court, sold to W. J. Baillie.

J. Y. Morrison, Laurentian View, has sold out.

P. T. McLaurin, Vankleek Hill, succeeded by F. Durant.

J. Ritchie, general store, Oustic, Ont., was destroyed by fire.

D. M. Brown, grocer and meats, Hamilton, Ont., has sold out.

F. G. Hill, grocer and confectioner, Ottawa, Ont., has sold out.

Harry Massey, of Massey Bros., produce, Chatham, Ont., is dead.

Jas. Stork, general store, Winterbourne, is retiring from business.

W. J. Hunter, general store, Princeton, Ont., succeeded by Starr & Buck.

Niagara Falls Pickles, Ltd., has been incorporated at Niagara Falls, Ont.

F. W. Banford, general store, Hawkesbury, Ont., succeeded by A. S. Leavitt.

W. R. L. McCormack, president Toronto Feed & Produce Co., Ltd., Toronto, is dead.

M. P. O'Connor, grocer, Toronto, succeeded by P. J. Ducie in the branch at 205 Euclid Ave.

Stoddard Bros., general store, North Bay, Ont., was damaged to the extent of \$25,000 recently by fire.

Battle Creek Toasted Corn Flake Company, London, Ont., is constructing a \$50,000 addition to their plant.

C. Jim, grocer and other merchants of Toronto were recently dwindled out of some money through short-changing.

S. G. Morse has disposed of his store stock at Smiths Falls, and taken up business in Leamington as a general store merchant.

Western Provinces.

M. Hopkins, Edmonton South, Alta., is dead.

J. P. Kehler, grocer, Wymark, Sask., has discontinued.

Mrs. E. L. McLean, Elrose, Sask., general store, has sold out.

J. Mathieson, grocer, Brandon, Man., has gone out of business.

A. Aitchison, grocer, Amulet, Sask., has been succeeded by McBrides, Ltd.

Nicholls & Co., Ltd., general store, Shellbrook, Sask., has been incorporated.

Farmers' Supply Company, general store, Wiseton, Sask., succeeded by M. Cox.

Smith & Burton, wholesale and retail grocers, Brandon, Man., have closed out of retail business.

W. D. Ramsay, grocer of Plumas, Man., has installed a new "Sherar" grocery display counter of modern design.

D. Scramsted, late traveler for Alexander Grocery Co. of Camrose, Alta., has taken over Farmers' general store at Galahad, Alta.

Seven thousand sacks of sugar beet seed valued at over \$200,000 has passed through Vancouver, B.C., consigned to California. It was grown in Russia near the Black Sea.

A. M. Maclure, manager of the Robert Gillespie Co., Winnipeg, has left on a trip throughout Eastern Canada and the States. He will call at Chicago, Cleveland, Hamilton, Minneapolis, St. Paul, London, Woodstock, and other points.

A. J. Scrimgeour and R. J. McGowan, were re-elected directors of Strome Milling & Grain Co., Ltd., C. E. Austin formerly in charge of Robin Hood mills at Moose Jaw and latterly manager of Canadian government storage elevators was also elected a director.

THOMAS JACKMAN, PIONEER MERCHANT OF KILLARNEY, ONT., PASSES AWAY

Thomas Jackman, one of the best known merchants of the district adjoining Collingwood, Ontario, passed away at Killarney on Monday of last week, after a long illness.

Mr. Jackman was about fifty-eight years of age. He was born in Eastern Ontario, in the vicinity of the Town of Renfrew. When a young man he came to Collingwood and attended the Collegiate Institute. After graduation, he taught school for a while in Killarney, and from that day until he moved to Collingwood, the little Indian village at the eastern entrance to the North Channel was home to him. While teaching there he became interested in the mercantile business of the late Mr. Thebo, ultimately purchasing it and carrying it on for many years, in fact, retaining a large interest in it until his death, though passing much of the necessary active work of management over to his sons. Under his direction the business steadily expanded until fish and fur dealers, in particular, from many miles away, were brought in contact with it, the fair and square dealings of Mr. Jackman winning for him the entire confidence and respect of all classes of people. Among the fishermen, who made their headquarters at Squaw Island, for so many years, he was deservedly popular, while the Indians along the shore all had a good word for him. With the tourists, so many of whom passed through Killarney, and met him here, he was also well and favorably known, the acquaintances made through business with them extending over all parts of the continent.

The funeral took place in Killarney on Tuesday morning.

AMERICAN SUGAR BUSINESSES REQUIRE LICENSE

Sugar importers, manufacturers and refiners, have in view of the recent proclamation of President Wilson, to register their business and obtain a license to allow them to continue. Such licenses must be obtained prior to Oct. 1. This action is taken in conjunction with Mr. Hoover's Campaign to regulate the price of sugar.

ESTIMATE OF U. S. PRODUCTION OF CANNED VEGETABLES

The United States Department of Agriculture has just made an estimate by states on the probable vegetable pack for 1917. The tomato pack is estimated at 17,815,600 cases, while last year it was 13,143,000. The canned corn pack for 1917, will be 14,155,200 cases compared with 9,130,000 last year. The canned pea pack is placed at 7,356,800 cases, compared with 6,686,000 cases last year.

These figures are careful estimates established by various canning institutions.

"SHOPPING" EXCURSION TRAINS IN THE WEST

The running of special excursion "shopping" trains into western cities from the outlying districts has met with considerable success and is now being extended. In Moose Jaw, the C. P. R. has for some time been running shopping excursions into the city, and these have proven beneficial to the people living in the surrounding country and to the Moose Jaw shopping interests.

Saskatoon is now urging the C. N. R. to operate a special train along the Goose Lake line into the city, for the convenience of shoppers whose homes are distributed throughout the country surrounding Saskatoon. The Retail Merchants' Association is taking the matter up and it has been suggested that the excursion at single fare rate could be run once a week, and give customers a chance to do their shopping and return home in time for supper. The plan has met with the approval of both the public and the retail merchants in all lines of trade.

ENGLISH TEA SITUATION BECOMES INCREASINGLY SERIOUS

From the London, England, Evening News we publish the following extract bearing on the tea situation:

People will have to drink fewer cups of tea or they may find before long that there is no tea to drink.

In London there are now between fifty and sixty million pounds of tea and just over twenty million pounds in the rest of the United Kingdom.

That seems a formidable quantity, but last month, for example, London imported only eight million pounds, while it delivered from bond as much as twenty-one millions.

It is obvious that this cannot continue long, and the merchants are curious to know what the Government are going to do about it.

The Government, it should be said, hold the key to the situation—and, incidentally, control of 90 per cent. of the tea.

What the merchants would like to see the Government do is to release more ships to bring the tea here from India and Ceylon and China and Java. They declared to-day that there is plenty of tea in all those places which is only waiting for transport.

Unless something is done quickly, the consequences, say the dealers, must soon be disastrous.

In the opinion of Mincing-lane experts, it is probable that the Government will before long take entire control of the tea. The Government's future attitude in regard to the fixed prices to the consumers the experts regarded as extremely problematical at present.

NEW CROP SICILY LEMONS SHORT

American consular reports from Sicily indicate that the present crop of verdelli lemons will have been gathered and disposed of by the end of August or early September. It was a very forward crop and shipments began in May. The fruit

still on the trees, consequently, is not abundant. Demand for fine selected verdelli continues brisk, but there is only a very limited demand for standard grade. The crop was a large one and exports were made to the United States, England, Switzerland and France. Exports are hampered by lack of transportation facilities.

The gathering of the new crop of lemons (1917-18) will begin in October and continue until April, 1918. In marked contrast to the verdelli crop, it is small indeed, although exact figures are not yet available. Great damage was caused to the blossoms not only by the weather, but by worms as well. Thus far there is no demand for the new crop.

SIBERIAN BUTTER, CHEESE AND BACON INDUSTRIES

The growth of the butter industry has been one of the most remarkable features in connection with the economic development of Siberia.

The following figures show the growth in the exports of Siberian butter to western Europe during the period 1901 to 1913; 1901, 21,700 short tons; 1902, 29,100 tons; 1903, 31,500 tons; 1904, 36,200 tons; 1905, 36,800 tons; 1906, 53,700 tons; 1907, 61,600 tons; 1908, 59,800 tons; 1909, 60,600 tons; 1910, 70,800 tons; 1911, 78,800 tons; 1912, 80,500 tons; 1913, 72,500 tons.

The United Kingdom and Germany have been the principal markets for Siberian butter. About 80 per cent. of the quantity shipped abroad went to these two countries.

The development of the export trade in Siberian butter was due principally to the enterprise of Danish firms. It was largely as a result of their efforts that Danish dairy methods were introduced, special railway carriages provided and shipping arranged for at foreign ports.

1918 ORANGE DAY ABANDONED

The plans for the observance of California Orange Day, which was scheduled for March 9, 1918, have been tabled on account of the shortage in the coming navel crop.

OPENING OF GREEK CURRANT SEASON SHOWS GOOD STOCK

The Greek currant season opened on August 23. The new crop is now estimated at 140,000 tons; quality good. Old stock available for export amounts to 20,000 tons. The market is unstable.

THE CALIFORNIA CITRUS CROP

(Continued from page 31.)

will be only a small percentage of a navel production. Valencias, seedlings, sweets, grape fruit, etc., will probably be nearly normal. The lemon pickings will be light during the fall and winter, except in districts very near the coast, and the crop will come largely from bloom following the heat damage, which

will produce fruit in the spring and summer.

The coming orange crop in Florida is short because of a severe freeze last winter and the supply of American grown oranges during our navel and the Florida season will be very light the coming year.

The California Crop

Citrus fruit to the extent of 15,492,990 boxes have been shipped through the California Fruit Growers' Exchange during the year ending August 31, 1917. Of these 12,836,848 boxes were oranges, grape fruit, tangerines, etc., and 2,656,142 boxes were lemons, or a total of 36,218 carloads. This is an increase of 28 per cent. over the largest annual shipments in the history of the organization. The returns f.o.b. California, estimating the value of the cars unsold, will be about \$33,611,000, which is the largest amount of money ever received. Based on Exchange results, the return to California for the total crop of 53,830 cars for the year ending August 31st was \$47,675,000 and the delivered value in the markets \$67,600,000.

The crops of oranges and lemons last year were the largest ever shipped and California provided 71 per cent. of the lemons consumed in America. The balance were imported.

New Goods Department

A NEW LINE OF TOFFEE

The Crown Candy Co., 433 Ross Avenue, Winnipeg, have commenced the manufacture of a high-class toffee, which they are putting on the market to take the place of English toffee, which, as everybody knows, is very hard to procure these days on account of the embargo on



confectionery by the British Government. The Crown Candy Co. claim that their product is identical with the toffee made in England, and, therefore, retailers need have no fear of offering it as a substitute. They are putting this up in attractively colored packages to sell at 5c, 10c and 25c. They are also putting it up in bulk. Most of the leading jobbers are handling this product, which is known as Tomlinson's Toffee. The Crown Candy Co. is owned by Tomlinson & O'Brien, the well known manufacturers' agents, Winnipeg.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

IN no line of grocers' supplies has there been any very notable changes during the past week. The season is usually considered a dull one by the trade, and certainly it has given no sensational demonstrations during the past week. Changes there have been, but these have been of a limited character. Rice has shown a stronger feeling, and is showing advances on practically all markets, and tapioca is quoted as very scarce. Peanuts, too, are scarce and have advanced two cents. The report of the canning situation is far from satisfactory. Beans, the latest commodity to be reported, are only a 12½ per cent. pack, which will leave large margins in all orders. Tomato and corn prospects are far from encouraging, while fruits also are not expected to come near a full pack. Coffee shows an easier feeling on the primary markets, but this feeling is more or less offset by increasing freight rates, so that little decline in prices is to be expected. Tea on the other hand is decidedly stronger, and might show an advance at almost any time.

Hogs showed an advance during the week, as did butter; indeed the market for this commodity is extremely strong, though from just what source the demand springs, the trade has not been able to fathom. Eggs have been plentiful during the week, and consequently there has been no change in price. The general feeling, however, is that an advance is probable, and that in the not very distant future. Honey has advanced in price, and the end of the advances is not yet in sight. The supply is exceedingly short and the demand more than ordinarily good.

Potatoes during the week have been in good supply and ranged much lower, and will probably go lower still. Fruit has been plentiful during the week, especially in the softer fruits.

Fish has been scarce with a tendency to stronger prices, though halibut is the only variety that actually shows an advance. Business during the week in all lines has been reported uniformly good.

QUEBEC MARKETS

MONTREAL, Sept. 25.—Butter is causing the most concern in grocery markets generally at present. The advancing prices for this product are unprecedented for the time of year. Diversion of milk to cheese production, which has been more profitable up to now, and cost of feeds for cows producing milk, are factors in the advance. Cheaper grade Japan teas have advanced 2c a pound, and there is no Japan tea except fannings perhaps, which costs less than 28c. Cloves have advanced, and Castile soap (French), though almost off the market, is still available at 20-21c a pound. Gallon apples are up again, and the market notes more U. S. canned tomatoes finding sale. Amongst miscellaneous goods, pressed hops have gone up 7c a pound, and are 28c to 30c now. Yelloweye beans have advanced, due to a special demand, otherwise the bean outlook is easier in view of new crop expected.

Sugar Steady, But A Change Hinted

Montreal.

SUGAR.—With quotations for sugar unaltered this week, as compared to those of last week, the market outlook is by most opinions considered steady. There have, however, been rumors of an alteration upwards in one line of sugar. This has not been definitely announced. Views of refiners are to the effect that raw sugar is increasingly difficult to obtain, but the rush for sugar, which was the feature of the market some weeks ago, has subsided. It is believed that enough sugar stock exists in the country to supply consuming demand for the period between now and the first prospects of new crop, but the exact situation is being studied with interest by those most concerned, and while it is the opinion of several wholesalers that sugar should remain steady for some time yet, the in-

variable rule to avoid predictions in so uncertain a product as sugar is still very applicable. Note that Dominion sugar is on the same basis as the other lines, the 5c delivery charge being applicable to the \$9 base.

	100 lbs.
Atlantic Sugar Company, extra granulated sugars	9 00
Acadia Sugar Refinery, extra granulated.	9 00
St. Lawrence and Canada Sugar Refinery, extra granulated	9 00
Dominion Sugar Co., Ltd., crystal granulated	9 00
Special icing, barrels	9 20
Diamond icing	9 20
Yellow, No. 1	8 60
Yellow, No. 2 (or Golden)	8 50
Yellow, No. 3	8 40
Powdered, barrels	10 10
Paris lumps, barrels	9 60
Paris lumps (boxes), 100 lbs.	9 70
Crystal diamonds, barrels	9 60
Crystal diamonds (boxes 100 lbs.)	9 70
Assorted tea cubes, boxes	9 60
Cut loaf (50-lb. boxes)	9 90
Cut loaf (25-lb. boxes)	10 10

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Tomatoes From U.S. Help

Montreal.

CANNED GOODS.—The market for canned goods is unsettled still, and, while the effect of the Government regulations concerning the sale of canned foodstuffs has been felt to some extent by the jobbers, there exists a feeling that sale of canned goods has gone on from retailer to consumer in various instances where the effect of the embargo was not appreciated. With the outlook for canned tomatoes (Canadian pack) anything but reassuring, there comes news that United States tomatoes are again figuring on the market more vigorously, though at \$2.40 a dozen. The fact that the U. S. goods are net weight (2 lbs.) is noted by wholesalers. Some Canadian 3-lb. cans are still available at \$3.25 doz. The scarcity of canned salmon is likely to be felt more decidedly later than has been so far noted. Gallon apples have advanced to \$4.90 doz.

CANNED GOODS.—Figures showing

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 80	
Pinks, 1-lb. talls	2 40	
Cohoes, 1-lb. talls	2 65	
Red Springs, 1-lb. talls	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	20 00	
Canned Vegetables—		
Tomatoes, 3s	2 25	2 35

Tomatoes, U.S. pack	2 25	
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 75	
Peas, Early June	1 80	
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 10	2 25
Spinach (U.S.), 3s.		2 80
Do., (U.S.), gallons	10 00	
Corn (on cob, gal. cans), doz...	8 50	
Red raspberries, 2s	2 25	2 45
Simcoes		2 75
Red cherries, 2s		2 25
Strawberries, 2s (old pack)....	2 75	8 00
Blueberries, 2s, doz.		1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s		1 75
Pumpkins (gallon), doz.	6 00	
Apples (gallon)	4 90	
Peaches, 2s (heavy syrup)....	2 00	
Pears, 3s (heavy syrup)....	2 45	
Pineapples, 1½s	2 25	
Strawberries (new crop), heavy syrup, 2s	2 95	3 00
Strawberries (new crop), group "B"		2 87½

New Crop Greek Currants Coming

Montreal.

DRIED FRUITS.—In spite of small demand, market conditions for dried fruits maintain steady firmness. The market for prunes is holding exceedingly firm. There had been rumors of a possible break should Allied orders and U. S. army needs prove less than growers had anticipated. Firmness, however, is the invariable tone still. Raisins are also firm in primary markets. Evaporated apples are likely to maintain their prices, new crop of apples being none too plentiful. News comes at last of a veritable shipment of Greek new crop currants on the voyage from the Mediterranean for New York. These currants are costing 600 shillings per ton freight, it is reported, and prices of Greek currants may, therefore, be expected to rule high as ever. But the quality of the goods is promising, according to reports.

Raisins—

Malaga, table box of 22 lbs., 3-crown cluster, \$3.25; 4-crown cluster, \$3.75; 6-crown	4 00
Muscatsels, loose, 2 crown....	0 11
Muscatsels, loose, 3-crown, lb....	0 11½
Muscatsels, 4-crown, lb.....	0 12
Cal. seedless, 16 oz.	0 14
Fancy seeded, 16 oz. pkgs.....	0 13
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½

Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

Nuts In The Shell Trending Firmer

NUTS.—The advancing trend in the primary market for nuts in the shell continues, and the shelled goods will also be found firmer unless conditions alter greatly before importations coming forward for the season come on sale. Almonds, walnuts, and filberts in the shell are amongst the nuts especially singled out for firmness. These advanced 2c a pound to the importer this week. Shelled walnuts, it is said, will reach 55c to the jobber by November. Importers are being quoted 58 cents for new crop French walnuts. Shelled peanuts are in very firm market, and the outlook for the future depends much on the call for peanut oil. Prices from wholesaler to retail trade have so far remained unaltered.

Almonds (Tara), per lb.....	0 20	0 21
Almonds (shelled)	0 40	0 42
Almonds (Jordan)		0 70
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.....	0 20	0 21
Hickory nuts large an small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 17
Pecans (new Jumbo), per lb....		0 21
Pecans, New Orleans, No. 2....	0 21	0 24
Pecans "paper shell," extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenoble)	0 19	0 20
Walnuts (shelled)	0 54	0 56
Walnuts (Marbots), in bags	0 33	0 16
Walnuts (California), No. 1....		0 24
Cocoanuts, 100 size, per sack....		7 50

Molasses Market Is Still Unaltered

Montreal.

MOLASSES.—The market for molasses is steady at present, no further advances being recorded this week, although the scarcity of the product is almost bound to bring about higher prices as the fall progresses. In certain special cases where supplies of molasses have not been secured higher prices than those quoted might be charged, though orders are still being filled at lower price levels when the orders were booked early. The cane and corn syrups continue under the conditions noted last week, with firm tendencies as to cane syrups, and corn probabilities less decided.

	Prices for Fancy, Choice, Island of Montreal
Barbadoes Molasses—	
Punchoons	0 83
Barrels	0 86
Half barrels	0 88
For outside territories prices range about 3c lower.	
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal) Diamond)	
2-lb. tins, 2 doz. in case, per case.....	
Barrels, per 100 lbs.	
Half barrels, per 100 lbs.....	

Temporary Advance In Yellow Eyes

Montreal.

BEANS.—Bean crop reports incline to the good news that there will be beans enough to bring prices down before long from the present high levels, but curiously enough the only market movement this week in the direction of beans has been an advance in yellow-eyes. These beans are now quoted at from 15½c to 16c a pound. The reason for the advance is a short sharp demand from districts where the stocks have run out, and where new crop is not available for some weeks. While declining markets may be expected in beans with the incoming of new crop, prices have not yet begun to show this tendency very decidedly. Demand is normal, not active yet.

Beans—

Canadian, hand-picked	10 50
Canadian, 3-lb. pickers, per bu.	9 50
Canadian, 5-lb. pickers	7 40
Michigan, 3-lb. pickers	10 00
Michigan, hand-picked	10 50
Yellow Eyes, per lb.	0 14
Rangoon beans, per bush.	7 50
Lima, per lb.	11 20
Chilean beans, per lb.	0 14½
Manchurian white beans, lb....	0 15
South American	5 20
Peas, white soup, per bush.	5 00

Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs....	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Market Remains On Steady Side

Montreal.

RICE AND TAPIOCA.—Steadiness still characterizes the situation as regards the rice market. There have been hints of firmness forthcoming owing to the difficulties of importation from the Orient, but so far these have not materialized in advanced prices. Southern news is in tone more towards steadiness or even perhaps easier prices if crops come up to expectations. Local prices to retail trade are unaltered. Tapioca keeps firm priced, with scarcity of supplies on a large scale from the primary markets, but with local supplies sufficient to meet demand. The fact that tapioca finds place amongst economical foodstuffs recommended by the Food Controller's department in published recipes is noted by the trade interested.

"Texas" Carolina, per 100 lbs...	9 50	9 90
Patna (good)		9 40
Siam, No. 3	7 25	9 15
Siam (ancy)		8 40
Rangoon "B"		7 88
Rangoon CC		7 60
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 13½	0 15

Cloves Keep On Climbing Trend

Montreal.

SPICES.—As indicated several times recently in CANADIAN GROCER, cloves have been the most exciting feature of the market for spices and spice products during the past few weeks and, following several advances to the importer, whole cloves have now been advanced by wholesalers to 55c per pound. This price leaves small enough margin of profit when cloves are costing 49c and 50c to lay down in Canada before even price to the wholesale trade is considered. Nevertheless where stocks are large, prices of cloves are still being maintained at levels very little advanced. Unless the situation as regards importation soon improves, cloves may be costing a good deal more to the retail trade. Peppers are a shade easier in primary markets, but local conditions are unaffected. Cassias and gingers are advancing steadily.

	5 and 10-lb. boxes
Allspice	0 16
Cassia	0 25
Cayenne pepper	0 28
Cloves	0 40
Cream of tartar	0 60
Ginger, pure	0 25
Ginger, Cochin	0 25
Ginger, Jamaica	0 30
Mace	0 80
Nutmegs	0 40
Peppers, black	0 35
Peppers, white	0 38
Pickling spice	0 22
Tumeric	0 21
Cardamon seed, per lb., bulk.....	2 00
Caraway, Dutch, nominal	0 75
Cinnamon, China, lb.	0 22
Cinnamon, per lb.	0 35
Mustard seed, bulk	0 25
Celery seed, bulk	0 46
Shredded cocoanut, in pails.....	0 21
Pimento, whole	0 12
For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.	

Coffee Market Is Absolutely Steady

Montreal.

COFFEE.—In both primary and local markets coffee is unchanged in any effective detail as compared with last week's report. Prices to the retailer keep as last week's quotations which are of long standing. Nothing however, has happened to produce any fluctuation that is not merely passing, in the whole market situation as to coffee. Retailers are said to be encouraging demand now that colder weather approaches, and wholesale merchants are satisfied with the developments noticed. As regards cocoa the demand is also on the increase, but the market is quiet.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Tea Market Is Still Quite Firm

Montreal.

TEA.—The market for tea presents the same aspect as noted last week, and firmness seems likely to be maintained. It is still a matter of doubt, however, in the minds of the merchants most interested, as to how far the firmness may develop. That higher freight rates are bound to bring higher priced teas before the winter is over seems the general opinion, but should something unexpected allow of easier importation then this view may be believed. That such an eventuality is extremely unlikely is of course apparent, still there is no absolute certainty so far except that ships are no more plentiful and freight rates have advanced. It is possible that if package teas were to advance again much firmer prices might be found speedily developing in bulk goods, but with a good deal of tea still in stock Canada is not yet facing a famine of this essential commodity.

Pekoe, Souchongs, per lb.	0 42	0 45
Pekoes, per lb.	0 47	0 50
Orange Pekoes	0 49	0 51

Considerable Change In Vegetables, Etc.

Montreal.

FRUIT AND VEGETABLES. — A good many changes in prices fall to be recorded in many lines of fruit and vegetable products, as the season is at a turning time from summer to fall, and the products of farm and garden naturally show the stage clearly. No more Canadian peas are on sale in any quantity and the next news of peas is expected from the States. Beans are up, but parsnips are down. Some lines show the variation of price due to two grades or qualities. Tomatoes are in varied quality, and incidentally may be noted the use of the 'gin-box' measure

both for tomatoes and apples. This is a handy and practically uniform size of box which has been used for some years now on Montreal Island and elsewhere, particularly for tomatoes. Lemons are lower again, and apples show higher figures for lower grades. Nova Scotia apples (Gravensteins) are expected in barrels next week at about \$4.00. Wealthies and Alexanders are the local varieties selling so far. Fameuse and McIntosh Reds are soon to be on the market however.

Bananas (fancy large), bunch... 2 75	3 50
Oranges, Valencia (lates)..... 4 25	5 00
Grape fruit 2 75	3 50
Lemons 3 00	3 50
Pineapples, Cuban, crate 4 50	
Cantaloupes, crates, 45's 4 50	5 00
Apples, new, Montreal (in bbls.)—	
No. 1 6 00	
No. 2 5 00	
No. 3 4 00	
Apples (peach, per gin box).... 1 25	
Cauliflower, per doz. bunches... 1 00	2 50
New corn (bag), doz. 0 20	0 25
Celery, Canadian, per doz. 0 50	0 75
Onions, Canadian, bag. 2 00	2 25
Spanish onions, large crate. 5 75	6 00
Potatoes, new, bag 1 25	1 50
Potatoes (sweet), per hamper.... 4 00	
Carrots, bag 1 00	
Beets, bag 1 00	
Parsnips 1 50	
Turnips (new), bag 0 90	1 00
Tokay grapes, crate 2 50	
Lettuce, curly, per doz. 0 30	
Lettuce, head, doz. 0 75	1 00
Fall Rose tomatoes, per gin box 1 50	1 75
Tomatoes (Montreal), box. 0 75	1 00
Horse radish, per lb. 0 25	
Cabbage (Montreal), doz. 0 50	0 50
Beans, wax, bag (Montreal).... 2 50	
Beans, green, bag (Montreal).... 2 50	
Leeks, per doz. bunches. 0 60	1 00
Parsley, doz. 0 25	
Mint, doz. 0 20	0 25
Watercress, doz. 0 40	
Spinach (Canadian), box. 0 75	
Rhubarb, per doz. 0 25	
Eggplant, per doz. 1 00	2 00
Garlic (Canadian), lb. 0 15	0 20
Endive (Canadian), lb. 0 25	
Cucumbers (Montreal), box. 0 20	0 25
Cucumbers, preserving, doz. 0 50	0 60
Pickling gherkins, per gin box.. 3 00	
California plums, box 2 85	3 20
Do., peaches, box 1 75	
Peaches (Can.), basket. 1 00	
Montreal melons, bkt., 12's..... 7 00	
Pears, box 4 25	
Peppers, per bkt. 0 50	0 60
Marrows, per doz. 0 75	1 00

Halibut Scarce And Oyster Demand Quiet

Montreal.

FISH.—The fish market maintains the tone of the past week with just a little tendency towards easier prices in regard to some sea fish. Haddock especially are lower by a cent a pound. Steak and market cod are also lower. Halibut, however, keeps scarce and at very high figures. The season for Lake Fish of all kinds is advancing well, and supplies are coming in plentifully so far from the Lakes now beginning to pro-

duce. Demand for fish is a good deal heavier due to the meatless days which are taking hold on the public, and this demand is likely to increase. A new feature for the season is noticed in regard to oysters in the shell. These were formerly in exceptional demand at this season, but though their season is just opening this year so far sees a reduced demand as compared with previous years. War time economies may be the reason of this though the oyster is an economical food product proportionately to price in many excellent opinions.

SMOKED FISH

Haddies 0 11	
Haddies, fillet 0 16	0 17
Digby herring, bundle of 5 boxes 0 90	
Smoked boneless herring, 10-lb. box 1 50	
Smoked eels 0 12	
Smoked herrings (med.), per box 0 17	

SALTED AND PICKLED FISH

Herring (Labrador), per lb. \$10 00	
Salmon (Labrador), per bbl. 21 00	
Salmon (B.C. Red) 20 00	
Sea Trout, red and pale, per bbl. 15 00	
Green Cod, No. 1, per bbl. 14 00	15 00
Mackerel, No. 1, per bbl. 21 00	
Codfish (Skinless), 100-lb. box 10 00	
Codfish (Skinless), blks. "Ivory" Brd., lb. 0 10	
Codfish, Shredded, 12-lb. box 2 00	

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb. 0 30	
Prawns, Imperial gal. 3 00	
Shrimps, Imperial gal. 2 50	
Scallops 3 00	

FRESH FROZEN SEA FISH.

Halibut 19	20
Haddock, lb. 07	08
Mackerel 14	
Cod steak, fancy, lb. 9	
Salmon, Western 16	
Salmon, Gaspe 24	

FRESH FROZEN LAKE FISH.

Pike, lb. 0 10	0 12
Perch 0 13	
Whitefish, lb. 0 10	
Lake trout 0 14	0 15
Eels, lb. 0 10	
Dore 0 14	0 15
Smelts, No. 1 0 15	
Smelts, No. 1 large 0 20	

Oysters—	
Ordinary, gal. 2 00	
Malpeque oysters, choice, bbl. 13 00	
Malpeque oysters (med.), bbl. 12 00	
Cape Cod shell oysters, bbl. 13 00	
Clams (med.), per bbl. 9 00	

FRESH FISH

Haddock 0 07	0 08
Steak Cod 0 08	
Market Cod 0 06½	0 07
Carp 0 10	0 11
Dore 0 16	
Lake trout 0 14	0 15
Fike 0 10	0 11
B. C. Salmon 0 21	0 22
Gaspereaux, each 0 05	
Western Halibut 0 20	0 22
Eastern Halibut 0 20	
Flounders 0 10	
Perch 0 09	
Bullheads 0 12	
Whitefish 0 14	0 15
Eels 0 10	
Brook trout 0 30	
Mackerel (large), each 0 20	
Mackerel (medium), each. 0 18	
Sword fish 0 16	

ONTARIO MARKETS

TORONTO, Sept. 26.—The week has shown very little change in any of the staple grocery lines. Sugar, tea and coffee are all in a nervous condition, but there is no change to be noted in any of the three. Of the three, tea seems to be the most likely to change. There is an indication of a consider-

ably stronger feeling that might result in increased prices.

The canned goods situation remains very gloomy. There is no line except cherries where a full pack is reported, and some of the lines have fallen so low, and the prospect for the remaining pack is so dispiriting that it is not expected

that the whole pack will average anywhere approaching a normal output.

Fruit and vegetables are arriving in quantities and there are some declines to be noted in these lines. Potatoes especially are considerably lower and show indications of going lower still.

Sugar Market Dull, Pending U.S. Gov't. Action

Toronto.

SUGAR.—British and Cuban representatives are meeting with American representatives of the sugar trade in Washington, with a view to arriving at some basis in a line with the prices fixed by the Beet sugar refiners. The available supply of raw sugar is rapidly shrinking the melting of last week totalling 55,000 tons against receipts of 14,335 tons. If this condition prevails the supply now in sight will not last for very many weeks to come.

The Java crop too that was expected to be an element in the situation sooner or later is practically ruled out, a practical understanding having been reached that the whole of the crop should go to the supplying of the British and Allied countries.

Atlantic extra granulated	9 14
St. Lawrence, extra granulated	9 14
Acadia Sugar Refinery, extra granulated ..	9 14
Can. Sugar Refinery, extra granulated ..	9 14
Dom. Sugar Refinery, extra granulated ..	9 14
Yellow, No. 1	8 74
Special icing, barrel	9 34
Powdered, barrels	9 24
Paris lumps, barrels	9 84
Assorted tea cubes, boxes	9 84

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Lamp Glasses, Coconut, Crisco, Salad Dressing Up

Toronto

LAMP GLASSES, COCOANUT, ETC.—Prices on lamp glasses have increased owing to advancing glass costs. They are quoted at present size A. rub of furnace 96 case, \$7.50, 48½ case, \$4.00, size 8. 72 case, \$6.25, 36½ case, \$3.25.

Crisco has advanced another 25 cents, making two advances of this figure in two weeks. The price is now \$9.05 a case.

Cocoanut is quoted at 15 pound pails, 30 cents, 20 pound pails 29 cents, bulk 27 cents. This represents an increase of about 3 cents all round. Durkees salad dressing has also shown substantial advances the picnic size having increased from \$1.45 to \$1.75, medium from \$4.00 to \$4.25, large from \$6.59 to \$7.00.

Molasses Strong; Higher Figures Possible

Toronto.

MOLASSES AND SYRUP.—There has been no change in these lines during the week though there is a generally strong feeling. Especially is this the case with molasses which has demon-

strated very great strength. The feeling here is however, that the market locally has pretty nearly reached the limit, so holders have made no effort to increase prices despite the strong feeling in other centres, and on the primary markets.

Barrels, per lb.	0 07½
Cases, 2-lb. tins, 2 doz. in case	5 15
Cases, 5-lb. tins, 1 doz. in case	5 50
Cases, 10-lb. tins, ½ doz. to cs.	5 25
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.	
Cane Syrups—	
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80 5 50
Molasses—	
Fancy Barbadoes, gal.	0 80 0 82
West India, ½ bbls., gal.	0 48 0 50
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 25
Tins, 3-lb., table grade, case 2 doz., Barbadoes	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00
West Indies, 1½, 48s	4 40
West Indies, 2s, 36s	4 25

Canned Goods Situation Not Promising

Toronto.

CANNED GOODS.—The situation in this department is far from promising. Every line so far reported with the exception of cherries has shown a most pronounced decline from the normal pack. Beans will only reach about 12½ per cent., and fears are expressed that the tomato and corn crop will not more than double that percentage at the best. Salmon prices are firmer. There is an indication however, that in one line that of Cohoes there will be some relief. This will arrive within about a month's time and will probably sell around \$2.75, quite a marked decline.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	3 60	3 85
Sockeye, ½s, doz.	2 15	2 25
Chums, 1-lb. talls	1 95	2 25
Do., ½s, doz.		1 35
Pinks, 1-lb. talls	2 15	2 25
Do., ½s, doz.	1 25	1 30
Cohoes, ½-lb. tins	1 60	1 75
Cohoes, 1-lb. tins	3 25	
Springs, 1-lb. talls		3 15
Lobsters, ½-lb., doz.	2 85	3 25
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2½s		2 50
Peas, standard	1 72½	1 75
Peas, early June	1 80	1 82½
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 25
Apples, gallons, doz.		4 75
Pineapples, 2s	2 45	2 95
Cherries, 2s	2 75	2 90
Peaches, 2s	2 10	2 40
Peaches, 20 oz.		1 95
Pears, 2s		1 75
Prunes, 2s	2 45	2 95
Plums, Lombard, 2s		1 75
Plums, Green Gage		1 80
Plums, Green Gage, 1¾s		3 00
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 25
Jam, raspberry, 16 oz., doz.	2 90	3 05
Do., black currant, 16 oz.	2 90	2 95
Do., strawberry, 16 oz.	3 00	3 05
Peach, 16 oz.		2 35
Do., 12 oz.		2 25
Plum, 16 oz.		2 35
Do., 12 oz.		2 20
Raspberry, 4-lb. tin	0 77	0 78
Black currant, 4-lb. tin	0 73	0 75
Strawberry, 4-lb. tins	0 79	0 80
Peach, Plum, Red Currant, 4-lb. tins		0 60

Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Green Gage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.		2 25
Black currants, doz.		3 45
Red currants, doz.		3 45
Raspberries, doz.	3 45	3 50
Strawberries	3 60	4 25

Dried Fruits Increasingly Scarce

Toronto.

DRIED FRUIT.—There have been no notable changes in these lines. Greek currants have not arrived, and it is questionable whether there will be any large importation as at present figures they would cost the jobbers about 22 cents a pound. English peels are practically off the market and American peels have taken their place. Where jobbers have a small supply of English peel still on hand they are quoted from 3 to 4 cents higher than the figures for American stock.

Apples, evaporated, per lb.		
Apricots, choice, 25's, faced.		
Candied Peels, American—		
Lemon	0 25	0 26
Orange		0 29
Citron	0 30	0 35
Currants—		
Filiatras, per lb.		
Australians, lb.		0 23
Dates—		
Excelsior, pkgs., 3 doz. in case		3 90
Dromedary dates, 3 doz. in case	4 50	4 75
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.		0 16
40-50s, per lb., 25's, faced.		0 15½
50-60s, per lb., 25's, faced.		
70-80s, per lb., 25's, faced.		
80-90s, per lb., 25's, unfaced.		
90-100s, per lb., 25's, faced.		0 10½
Peaches—		
Standard, 25-lb. box	0 13	0 15
Choice, 25-lb. boxes	0 14	0 16
Fancy, 25-lb. boxes	0 15	0 16
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 14	0 15
Seedless, screened, lb.		0 13½

Teas Show Firmness; Advances Not Unlikely

Toronto.

TEAS.—The ever advancing freight and insurance rates are again having their influence on the market, and there is a possibility that there will be still further advances in teas in the near future. Fairly heavy supplies are at present arriving, but there is nothing leaving the ports of shipment at the present, or at least very little, and there is likely to be quite a gap before the next shipment can reach this market. All this adds to the uncertainty of the market.

Ceylon and Indias—		
Pekoe Souchongs	0 42	0 44
Pekoes	0 44	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 38	0 40
Japans and Chinas—		
Early pickings, Japans		0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price move-

Coffee Weaker; Higher Freights Prevent Decline

Toronto.

COFFEE.—There is an easier feeling in coffee at the moment, but there is no indication that this will be more than a feeling. Freight rates have increased, and this has taken up any little decline that has been noticeable in the primary markets. There is little likelihood of any change in price in the near future.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 19	0 22
Santos, Bourbon, lb.	0 25	0 26
Chicoory, lb.	0 17	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Spice In Strong Demand; Closes Very Strong

Toronto.

SPICES.—There continues to be an unusually keen demand for spices and prices are ranging high. Cloves are exceptionally high and difficult to obtain, the New York price ruling at exceptional figures. Caraway seed too is higher.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 45	0 55
Ginger	0 25	0 35
Mace	0 90	1 10
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 35	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's...	...	0 40
Do., 80's	0 45	0 50
Do., 64's
Mustard seed, whole	0 30	0 40
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 35
Caraway seed, whole	0 80	0 90
Cream of Tartar—		
French, pure	0 65
American high test	0 65

Southern Rice Advances; Tapioca Strong

Toronto.

RICE AND TAPIOCA.—Quotations on rice from Southern Ports ranged $\frac{1}{8}$ to $\frac{3}{4}$ cents higher. Advice from New Orleans indicates that rice is selling there at 7½ cents. In Eastern rices no change is to be noted though there is a strong feeling. Tapioca remains strong.

Texas, fancy, per 100 lbs.	9 50	11 00
Blue Rose Texas	9 00	10 50
Honduras, fancy, per 100 lbs.	0 12½
Siam, fancy, per 100 lbs.	8 00	8 50
Siam, second, per 100 lbs.	7 75	8 25
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	8 25	8 50
Chinese XX, per 100 lbs.	8 00	8 50
Tapioca, per lb.	0 14	0 16

Reports Of Canadian Beans Not Promising

Toronto.

BEANS.—The report from private

sources regarding the bean crop in Canada, hardly bear out the optimistic reports published by the Government. Indications are that in some sections at least the crop will be light owing to unfavorable weather, and it is feared that this condition may be more or less permanent.

Rangoon beans are going into consumption well, all the shipments so far have passed the government tests satisfactorily.

Ontario, 1-lb. to 2-lb. pickers, bu.
Can. whole kidney beans, bush.
Rangoons, per bush.	7 50	8 00
Yellow eyes, per bushel
Japanese, per bush.
Limas, per pound	0 16	0 20

Little Change In Nut Prices; Supply Limited

Toronto.

NUTS.—There has been little change in this market during the week. Trade has not been particularly brisk and the supply available is limited.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 19	0 20
Walnuts, Marbots	0 13	0 14½
Filberts, lb.	0 18	0 21
Pecans, lb.	0 18	0 20
Peanuts, roasted, lb.	0 15	0 18
Brazil nuts, lb.	0 17	0 21
Shelled—		
Almonds, lb.	0 45	0 48
Walnuts, lb.	0 60	0 63
Walnuts, California
Peanuts, Spanish, lb.	0 18
Do., Chinese, Japanese, lb.	0 16

Halibut Scarce And In Strong Demand

Toronto.

FISH.—Little change has been noted in the fish market during the week. Halibut advanced another cent and was in great demand, with the quantities available not being able to meet the demand. In other lines also there was a general scarcity. This is the season of the year when such shortages usually occur. The probabilities are however, that better supplies will be available the coming week.

SMOKED FISH.		
Haddies, per lb., new cured.	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipperd herring, per box.	1 50	1 75
Digby herring, bundle 5 boxes.	1 10

PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks.	3 00	3 25
Salt mackerel, kits 15 lbs.	2 25
Labrador salt herring, barrels.	9 75	...
Do., half barrels	5 00

FRESH SEA FISH.		
Halibut, medium, fresh, lb.	0 22	...
Halibut, frozen	0 18	0 19
Salmon, B.C., humpback.	0 17	0 22
Haddock, express, lb.	0 09
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.	0 09
Cod, market, heads off, lb.	0 08
Mackerel, lb.	0 13
Flounders, lb.	0 09	0 10
Swordfish, lb.

FRESH LAKE FISH.		
Herring, per lb.	0 09	0 10
Pike, lb.	0 12
Whitefish, lb., fresh	0 15
Trout, lb., fresh	0 15
Tullibees, fresh, lb.	0 09	0 10
Oysters, per gal.	2 75	3 00

Vegetable Prices Easier; Potatoes Selling \$1.40

Toronto.

VEGETABLES.—There was a good supply of vegetables available this week and the general tendency of the market was toward easier prices. Potatoes are arriving in good quantities, and the price is declining accordingly. Quotations are at \$1.40 with indications pointing to the possibility that they would decline to \$1.25 before the end of the week. Red peppers were in great demand and brought fancy prices.

Beets, 11-qt. basket	0 20	0 30
Do., bag	1 00
Beans, green, string, 11-qt.	0 40	0 50
Do., golden wax, 11-qt.	0 50	0 75
Corn, doz.	0 15	0 20
Cucumbers, Can., 11-qt. basket.	0 40	0 50
Gherkins, 11-qt.	0 75	1 75
Cabbage, Canadian, doz.	0 40
Carrots, new, basket	0 25
Do., bag	1 00
Celery, Mich., doz.	0 40	0 50
Do., Canadian, doz.	0 40	0 50
Eggplant, 11 qt.	0 40	0 50
Lettuce leaf, doz. bunches.	0 30	0 40
Canadian head lettuce, doz.	0 50
American head lettuce, doz.	1 25
Mushrooms, lb.	0 75
Onions—		
Green, per doz. bunches.	0 20	0 25
Spanish, crates	4 00	4 25
Do., half crates	2 25
Do., Canadian, 75-lb.	2 25
Do., American, 100-lb.	3 50	3 75
Potatoes—		
New Ontario, bag	1 40
Green peppers, basket	0 50	0 75
Red peppers, 11-qt.	2 00	3 00
Tomatoes—		
11-qt., No. 1	0 40	0 50
6-qt., No. 1	0 25	0 30
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, bag	0 75	1 00
Vegetable marrow	0 20	0 25

Canadian Barrel Apples Arriving; Prices Strong

Toronto.

FRUIT.—Peaches were in great abundance during the week, but met with a good sale, the demand in all cases seeming to be equal to the large supply. The quality and condition was exceptionally fine. Canadian apples in barrels have made their appearance on the market, and are selling at good figures. Oregon pears are scarce and range at high prices.

Apples—		
Hampers, American	2 75
California, boxes	2 50	3 25
Do., boxes	3 00
Do., Ontario, 11-qt.	0 30	0 75
Do., Ontario, bush. hampers.	1 25	2 00
Bananas, yellow, bunch	2 25	2 75
Do., Ontario, 16-qt.	0 60	0 85
Blueberries, 11-qt.	1 75	2 00
Grapes, Ont., 6 qt.	0 50
Grapes, Leno, 6 qt. flats.	0 25
Lawtonberries, qt.	0 16	0 18
Oranges—		
Cal. late Valencias	3 50	4 25
Lemons, Cal., case	6 00	6 75
Do., Verdillis, case	5 00	6 00
Peaches—		
Ont., Early Crawford, 6-qt.	0 40	0 65
Do., 11-qt.	0 65	1 25
Pears, Col. Bartlett, box.	3 25	3 50
Do., Ontario, 11-qt.	0 50	0 75
Plums, Cal., box	1 75	2 25
Abundants, 6-qt.	0 35	0 50
Burbanks, 11-qt.	0 75	1 00
Niagaras, 6 qt.	0 50	0 65
Do., 11 qt.	0 75	1 00
Bradshaws, 11 qt.	1 00	1 25
Washingtons, 6 qt.	0 35	0 50
California grapes, Tokays	2 50
Do., Malagas, doz.	2 25	2 50
Apples, Duchess, No. 2, bbl.	5 50
Do., No. 3	4 25

MANITOBA MARKETS

WINNIPEG, Sept. 26.—Dealers throughout the three Prairie Provinces would read with pleasure the report that canned goods can now be sold over the counter. The Food Controller came to this decision after receiving requests from almost everywhere in the West that this embargo be lifted, as the supply of fresh vegetables was not sufficient to supply the demand during the threshing season. Retailers have been buying fairly heavily right along, and there is a disposition to buy old pack. New prices have been announced on wax beans, and the delivery promised by packers is only 12 per cent.

Sugar Market

Now Much Steadier

Winnipeg.

SUGAR.—Supplies are coming in now more plentifully. Retail merchants who had difficulty getting shipments of what they had bought, have now ceased to buy, and jobbers state that they are now in a position to take care of orders as they come in. Standard granulated in 100-lb. sacks is bringing \$9.75. The market could not be stated to be easy by any means, but it is much steadier.

Supplies Of Blackstrap

Hard To Procure

Winnipeg.

SYRUPS.—Quotations on corn syrup and case syrup are unchanged. Blackstrap has been quoted at 50c per gallon in half-barrels, but it is now difficult to get at any price.

NEW ORLEANS MOLASSES.

24 by 2 lb. tins	\$3 15
24 by 3 lb. tins	4 25
12 by 5 lb. tins	3 80
6 by 10 lb. tins	3 70

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	5 28
5-lb. tins, 1 doz. case, per case	5 68
10-lb. tins, 1/2 doz. case, per case	6 41
20-lb. tins, 1/4 doz. case, per case	6 42

White Clover and Lily White—

2-lb. tins, 2 doz. case, per case	5 78
5-lb. tins, 1 doz. case, per case	6 18
10-lb. tins, 1/2 doz. case, per case	5 91
20-lb. tins, 1/4 doz. case, per case	5 92

Barbadoes Molasses—

In half barrels, per gal.	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

ROGERS SYRUP.

24 by 2 lb. tins, case	5 25
12 by 5 lb. tins, case	6 15
6 by 10 lb. tins, case	5 75
3 by 20 lb. tins, case	5 60
12 by 3 lb. seal glass jars	4 20

Brisk Demand For

Portuguese Figs

Winnipeg.

DRIED FRUITS.—There has been a brisk demand by wholesalers this week for Portuguese Tapnet figs, which are selling on a basis of about a cent higher than they were last year. These figs are selling several cents lower than Californias delivered Winnipeg, but there is a little uncertainty about them. Scarcity of evaporated apples continues to be more apparent, and some of the jobbers state they do not know where prices are

likely to go, or where they will get their supplies from. Peels—Prices of new peels are comparatively high, and vary considerably for different wholesale houses. One house quotes as follows: Lemon, 24c; orange, 26 1/2c; citron, 32c; cut mixed, 7-lb. boxes, 28 1/2c. Another price, and one that could be classed as medium, is as follows: 10-lb. boxes, lemon, 22c; orange, 25c; citron, 29 3/4c. The following prices are now being asked on new apricots: Choice 25's, 25c; ditto 10's, 26c. Standards—25's, 24c; ditto 10's, 25c. Bright Slabs—25's, 20c; ditto 10's, 21c. Figs—There are a few old figs still on the market, and for choice white California, 50-lb. boxes, jobbers are asking 8 3/4c.

Santa Clara Prunes—	
90-100s, 25-lb. boxes, per lb.	0 11 1/2
80-90s, 25-lb. boxes, per lb.	0 12
50-60s, 25-lb. boxes, per lb.	0 13
Oregon Prunes—	
100s and over, 25-lb. boxes, per lb.	0 08 1/2
90-100s, 25-lb. boxes, per lb.	0 10 1/4
80-90s, 25-lb. boxes, per lb.	0 10 1/2
Dried Fruits—	
Apples, evap., 50-lb. boxes, lb.	0 13 3/8
Apples, 25-lb. boxes	0 14 1/4
Apples, 3-lb. cartons, each	0 52
Pears, choice, 10-lb. boxes, faced	0 16 1/2
Apricots—	
New, choice, 25's	0 25
New, choice, 10's	0 26
Peaches—	
Choice, 25-lb. boxes	0 13
Choice, 10-lb. boxes	0 14
Currents—	
Fresh cleaned, bulk, lb., Australian	0 19 1/2 0 21
Dates—	
Hallowee, 68-lb. boxes	0 18
Fards, box, 12 lbs.	2 05
Raisins, California—	
16 oz. fancy, seeded	0 12 3/8
16 oz. choice, seeded	0 11 7/8
12 oz. fancy, seeded	0 10
12 oz. choice, seeded	0 09 3/8
Raisins, Muscatels—	
3 crown, loose, 25's	0 11 1/4
3 crown, loose, 50's	0 10 7/8
Raisins, Cal. Valencias—	
3 crown, loose, 25-lb. boxes	0 10 1/2
3 crown, loose, 10-lb. boxes	0 11
Figs—	
Mediterranean, 33-lb. mats	0 07 1/4
Peel—	
Candied lemon, boxes, lb.	0 22
Candied orange, boxes, lb.	0 25
Candied citron, boxes, lb.	0 29 3/4
Cut mixed, 7-lb. boxes	0 28 1/2

Advances On Rice

Amount To 1 1/2c Lb.

Winnipeg.

RICE.—Tapioca is being offered by brokers at a price exactly double what it was this time last year. It is almost out of reach, and jobbers are refusing to buy at these figures. Sago is not costing as much, being about 3c lower than tapioca in the primary market. Locally, tapioca is bringing extremely high prices, most of the jobbers asking 14c, and a cent less for sago. There has been a big advance in the price of rice since our reports last week. There is a difference in the quotations below, roughly speaking, of 1 1/2c per lb. on all lines. Price on rice took a jump about six months ago in the primary market, and this advance is only now being felt by the retailer.

Extra fancy Japan, 100-lb. bags	0 09
Fancy Japan, 100-lb. bags	0 08 3/4
Choice Japan, 100-lb. bags	0 07 1/4
Siam, 100-lb. bags	0 07
Siam, 50-lb. bags	0 07 1/8
Tapioca, lb.	0 14
Sago, lb.	0 13

Roasted Peanuts

Advance 2c Per Lb.

Winnipeg.

NUTS.—New prices were announced this week on Tarragona almonds. The price is considerably higher than it was last year. Locally, new quotations have gone into effect on roasted peanuts, due to high price of peanuts in Virginia. Choice roasted have gone up more than 2c, and are now bringing 16 1/2c. Fancy roasted are now quoted at 17 1/4c. Jumbo at 18 1/2c. Salted peanuts, 5c packages, are bringing 75c per carton, 20 in a carton.

NUTS—IN SHELLS.

Almonds, Tarragona (soft shell), lb.	0 20	0 21 1/2
Brazils, medium washed (Nigger Toes), lb.	0 16	0 19
Filberts, genuine Sicily, lb.	0 18 1/2	0 18 1/2
Peanuts, Virginia—		
Choice roasted, fresh, lb.	0 16 1/2	0 17 1/4
Fancy roasted, fresh, lb.	0 17 1/4	0 18 1/2
Jumbo, roasted, fresh, lb.	0 18 1/2	0 18 1/2
Salted peanuts, 5c pkts., 20 in carton, per carton	0 75	0 15
Walnuts, French Marbots, lb.	0 14 1/2	0 15
Walnuts, Manchurian (Jap.), lb.	0 13 1/2	0 15

NUTS—SHELLED.

Spanish Valencia Almonds—	
28-lb. boxes, lb.	0 41
Less quantities, lb.	0 41 1/2
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 58
Less quantities, lb.	0 58 1/2
Spanish Shelled Peanuts—	
No. 1 Spanish, lb.	0 14 1/2

Trade Afraid To

Buy Beans Just Now

Winnipeg.

DRIED VEGETABLES.—Up to the time of writing, there has been no indication of a falling off in the price of beans. Attempts have been made to dispose of Japanese and Burma beans in this market at rather high figures. The demand for these was practically nil, the reason for this being that the trade are afraid to buy, not knowing what is liable to happen any day.

Barley, pot, 98's	5 20
Barley, pot, 49's	2 62 1/2
Barley, pearl, 98's	7 15
Barley, pearl, 49's	8 60

Still Cutting The

Price Of Coffee

Winnipeg.

COFFEE.—The Brazilian Government continues to buy coffee in very large quantities. It is stated they have \$3,750,000 with which to buy coffee, and they are buying at the rate of 20,000 boxes a day. They are doing this to help out the farmers, and will no doubt hold their coffee at an advance, as at present it is being sold at below cost of production. Brokers were selling coffee in Winnipeg last week at about 1/4c lower than previous week.

GREEN COFFEES.

Rio New York grading, standard, No. 5, bulk, lb.	0 16
Rio New York grading, standard, No. 7, bulk, lb.	0 15 1/4
Santos, lb.	0 18 1/2
Bourbon, lb.	0 20 1/2
Maracaibo, lb.	0 21 3/4
Mexican, lb.	0 22 1/2
Bogota, A, lb.	0 24 3/4
Bogota, B, lb.	0 22 3/4
Costa Rica, lb.	0 28 1/4
Java, lb.	0 29 1/2

Some Spices

Continue Very Scarce

Winnipeg.

SPICES.—Zanzibar cloves are practically off the market, and poppy seed and hemp seed are practically unobtainable.

Another Package Tea

Gone Up In Price

Winnipeg.

TEA.—The market continues very firm, and it was noticed this week that one of the local wholesalers advanced the price of their own brand of package teas, bringing their price to the level reached of other brands some months ago.

No Further News Re

Second Run Of Salmon

Winnipeg.

CANNED SALMON.—Mention was made last week of the fact that a second run of sockeyes and cohoes had been reported, but that the local trade did not attach much importance to the report. They were right in this, because nothing since has come through regarding this unusual run of salmon, and it is expected that opening prices will continue to prevail.

Feeling That Vegetable

Pack Will Be Small

Winnipeg.

CANNED VEGETABLES.—The newspapers carried despatches last week to the effect that Mr. Hanna had lifted the embargo on canned goods for Provinces of Manitoba, Saskatchewan and Alberta. The demand continues good, but it has been good ever since the embargo was placed. The trade seem to realize that there is liable to be a short pack of practically all vegetables. Latest information regarding wax and refugee beans is that the canners are only able to make a delivery of 12 per cent. This is very small. Last year the delivery was small, and, therefore, there were no wax beans left over.

Lake Trout Up 1c;

Halibut Will Be Scarce

Winnipeg.

FISH AND POULTRY.—Salmon has been more plentiful during the past week, but the price does not get any lower—it is bringing 20c fresh. Halibut is liable to be very scarce, and for that reason it continues high—19c. There has been an advance of a cent during the past week in the price of lake trout, which is now quoted at 16c.

Whitefish, lb.	0 12
Salmon, frozen	0 16
Salmon, fresh	0 20
Halibut, fresh	0 19
Cod	0 12
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 16
Mackerel, 20-lb. kits	3 25
Finnan haddie, lb.	0 13½

Salt herrings, new, ½ bbl.	7 25
Salt herrings, 20-lb. pails	1 85
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07½
Poultry—	
Broilers, lb.	0 30
Fowl, lb.	0 18

Italian Prunes Up;

Now Selling At \$1.35

Winnipeg.

FRUIT AND VEGETABLES.—Corn is being quoted at \$1.50 per bushel, and, while a good supply is expected from now on, it is not expected that the price will be any lower than that. There has been a slight advance in Italian prunes, which are now being offered at \$1.35, whereas they were selling at \$1.25 a week ago. It is not expected that Italian prunes will be cheap this year. A decided drop has taken place in the price of Tokay grapes, which are selling at \$2.75. Washington peaches are a little cheaper, bringing \$1.40 per crate. Hislop crab apples are now on the market at \$2.25 box. Egg plants have declined to \$2.75 per bushel.

Corn, imported, bush.	1 50
Egg plant, bushel	2 75
Potatoes, new, B.C.	0 75
Carrots, new, bag	3 50
Turnips, new, bag	2 75
Lettuce, leaf, doz.	0 15
Parsley, home grown	0 40
Fruits—	
Apples, crab, Hislop, box	2 25
Oranges, Valencias	5 00
Lemons	8 00
Bananas, lb.	0 05½
Cantaloupes, flats	2 50
Cantaloupes, standard, 45 to case	5 00
Pears, Washington Bartlets, crate	2 75
Plums, Tragedy, crate 4-basket	2 00
Plums, Washington	2 00
Italian prunes, 18-lb. box	1 35
Apples, Southern, bbl.	7 60
Apples, Cal. Gravenstein, box	3 00
Apples, Wash., assorted varieties, box	2 25
Grapes, Malaga, crate	2 50
Grapes, Tokay	2 75
Peaches, Washington, crate	1 40

CANNING EMBARGO WITHDRAWN IN WEST

Western Merchants Can Now Sell Any Kind of Canned Goods—Annoying Restriction a Thing of the Past

As was suggested as probable last week, it is now definitely stated the embargo on canned goods that was to have been operative over the whole of the country for some time to come, has been abrogated in the three prairie provinces. It was found that just as was suggested at the meeting of the grocery interests that met in Toronto some weeks ago to protest against the imposition of this embargo, which meeting was fully reported in these columns, that the embargo worked an outstanding hardship on these Western sections, where market gardens are not prevalent, and where fresh vegetables are not to be had. Fortunately for the Western provinces Mr. Hanna recently made a trip through the West, and what he saw for himself convinced him of the hardship that the measure entailed, something that the most cogent reasoning of western merchants had failed to do. In any event, the embargo is not now operative in Manitoba, Saskatchewan and Alberta. In response

to an inquiry as to whether the embargo had been removed, CANADIAN GROCER received the following reply:

"I beg to acknowledge receipt of your letter of September 25th, and beg to inform you that an Order has been issued exempting the three Prairie Provinces from the operation of the Order-in-Council prohibiting the sale of canned vegetables.

"Yours faithfully,

F. W. FRENCH,

Assistant Chief of Staff."

Western merchants are thus freed from an annoying restriction to their business, and can go ahead and sell goods that are demanded as in the days before the embargo was imposed.

COLD STORAGE FOOD IN CANADA

According to a report prepared by the Canadian Government the quantities of food, including chilled meats, dairy produce, and fish, held in storage by 96 per cent. of the cold-storage companies in the Dominion in August were: Eggs, 13,001,751 dozen; butter, 12,250,124 pounds; cheese, 19,919,693 pounds; pork, 13,367,331 pounds; bacon, 6,069,963 pounds; beans, 2,301,799 pounds; smoked meats, 218,963 pounds; beef, 6,015,772 pounds; mutton and lamb, 604,101 pounds, pickled beef, 1,896,913 pounds; pickled pork, 19,549,538 pounds; fowl of all kinds, 3,468,854 pounds; fish of all kinds, 13,992,170 pounds.

About five and a half million pounds of butter are held in Quebec Province and four millions in Ontario. Fifteen million pounds of cheese are warehoused in Quebec and three million pounds in Ontario. Six million pounds of pork are stored in Manitoba and four millions in Alberta. In Ontario about three million pounds of bacon are held and a like quantity in Quebec. Beef is distributed as follows: Two million pounds in Ontario, one million in Quebec, one and a half millions in Manitoba, and one million in Alberta. Of pickled pork six million pounds are held in Alberta, eleven millions in Ontario, one million in Manitoba, and one and a half million pounds in British Columbia and the Yukon.

The Canadian Cost of Living Commissioner finds evidence of accumulation of butter, eggs, cheese, and beef. There was 40 per cent. more butter, 31 per cent. more eggs, 29 per cent. more cheese, and 50 per cent. more beef in storage on August 1 last than was reported for the corresponding date in 1916. It was stated that the accumulation was for the purpose of meeting orders for export trade. The quantity of pork held was normal as compared with August 1, 1916, while there was a decrease of 40 per cent in the holdings of bacon.

SALMON PACK LOST

Ketchikan, Alaska, Sept. 14.—The cannery pack of the Sunny Point Packing Company, at Sunny Point, was totally destroyed by fire early this morning. The loss is estimated at \$300,000, partly covered by insurance.

SALESMANSHIP—THE PERSONAL EYEMENT

(Continued from page 30.)

steps in a sale. They are: Securing the attention, getting confidence, and creating a desire.

If you have taken the first step successfully, how are you going to create a desire in the man's mind? First of all, you have got to get favorable attention. Your personality is going to have something to do with it. Some man said, "That's all right, but what is the first thing a salesman can do?" The first thing is to find a customer, then show your line. Let us see how it works. This man said to me, "I haven't any trouble at all in attracting favorable attention. I know I can, and in doing so I arouse an interest in the man's mind." "All right, in what then?" "Can you get his confidence?" "Certainly, no trouble." "Can you create a desire?" "Yes." "Did you close the deal?" "Why no, I didn't." "Then you didn't get the sale?" "No." "Why?" "I don't know. He is a splendid fellow, treated me nicely, fell in love with my line." "But didn't get the order?" "No." "Why?" "I don't know why."

He had not been a student of the fundamental principle of sales. He was not able to determine the condition of that man's mind. He just thought he knew him, because the man treated him nicely; but somehow or other he was unable to land the business. All right. Let us go a little farther. This is what happens. He makes a call, and he is wondering in his mind if he is going to sell; he is inviting defeat. Nothing will defeat the man who wills to do. Of course, he will not create a desire, nor will he get the confidence of his listener. All he is able to do is to attract favorable attention. The real salesman attracts favorable attention, and then rouses an interest in the man's mind concerning his goods, step by step, until he has worked that up, and then he inspires a confidence in himself and in his line; and then he creates a desire by his ability to reason and analyze his line. He gets the customer's signature on the lower line and, in doing so, he takes a pencil and hands the gentleman the blank order and says, "Lower line, please." The sale is made and he knows it.

Essential Qualifications

You must have persistence. You cannot divide your energies and thoughts; you must have thorough concentration in everything you do if you want success.

You should have well anchored persistence, because you are striving for the goal of success and you cannot reach it without persistence.

Then you must have a faith compelling will. That is the thing that you and I and every other man likes. The fact that we have accomplished the thing we want to do gives us faith, and it is the qualified man who can do things.

You must have courage, in order to stick to the plans that you want to carry through.

You should be cheerful; you should

arise in the morning in the proper spirit and go out to your work with a word of cheer to all the people you meet.

Be attractive. Why not have an influence that is magnetic, that is attractive? That will draw people to you.

Have an alert will. That is, have your attention always at hand.

Have a tactful will. It is a wonderful asset. Know its real value, and it will pull more business across the carpet than any other thing I know of in salesmanship—that little word, "Tact."

Develop an appropriate conduct. Your conduct in your business has an influence upon the house. Don't forget that.

Then you have an inspirational will. Control the situation. First you inspire him, then you control him. What is inspiration? It is thought on fire, on flame. It is the force that is ready for action.

Have an adjustable will; the ability to adapt yourself to the problem of rightfully using your customers. In selling a man the first thing to do is to discover his desire. Have a diplomatic will, in order to know what to do. Have a rounded will; that is, finish whatever you start. The man who succeeds is the man who says, "I will—I know I can."

NO SUGAR SHORTAGE

A note just issued by the U. S. Food Administration says that a review of the sugar situation shows that it is not actually a lack of sugar that emphasizes the need for its conservation in the United States so much as inability to get the sugar to the places where it is needed. The world's shortage is comparatively small and confined to Europe. With the stocks on hand the United States and Cuba and those now coming from Hawaii it would appear that with proper management, and with speculation and hoarding eliminated, there need be no scarcity, even in the immediate future while awaiting the new crop.

The world's supply of sugar for the present year is estimated at 18,659,792 tons as against an average production of 18,712,997 tons for a pre-war period of five years.

While stocks of raw sugar are at present being rapidly depleted by the assistance required by the Allied Nations, that is but the usual condition for this time of year. There has been an increased domestic demand which would seemingly indicate the storing of domestic supplies by householders, possibly through fear of a scarcity at this season. In 1916 the amount taken for consumption in the United States from Jan. 1 to June 30 was 2,394,261 tons, while in the same period of 1917 the amount so absorbed was 2,650,527 tons, an increase of 256,266 tons, or 10.7 per cent. over 1916. If this increase is due to advanced buying it will afford a degree of relief to present demands.

GREATER RICE CONSUMPTION

The increasingly important part rice is playing in feeding the people of the United States is shown in figures just

compiled by the United States Food Administration.

The production for 1914-15 amounted to 1,064,205,000 pounds, with a per capita consumption of 11.34 pounds. This was increased in the 1916-17 crop to 1,831,590,000 pounds, with a per capita consumption of 17.33 pounds.

The large increase in consumption during the past year undoubtedly has direct relation to the high price of potatoes and wheat.

The rice crop of India for the past year showed an increase of 1,255,000 tons.

**DELIVERY STAMP ON GROCERIES**

At a meeting of the Retail Grocers' Association in Vancouver the novel suggestion was put forward that stamps should be used on all delivered groceries, a scheme by which customers would be encouraged to carry their own parcels. The stamps would be purchased from the Government in the same way as postage stamps and power would be given to the police to examine any grocer's delivery vehicle and report cases of non-stamping. A stiff penalty would be enforced against any infringements. Under the present system there is no inducement for purchasers to carry home their own groceries, but it was urged there would be some advantage in doing so under the plan suggested.

**B. C. FRUIT SUPPLY UNEQUAL TO DEMAND**

All lines of B.C. fruit have been selling so well that there is really a shortage of supply. Either B.C. will need to produce more, or organize its shipping better, that the supply may be transferred from that province, it is stated. Peaches, plums, prunes, pears, blueberries, etc., are all on the market and are selling fast.

Pickling cucumbers and cauliflower are scarce just now. Dealers are finding that beets, cabbages, carrots, etc., are not selling well this year, and this is attributed to the rivalry of the vacant lot garden. People are either growing their own produce, or are able to secure it from neighbors, so that the stores have the smallest trade in these products which they have ever experienced.

**CUT GERMANY'S CHOCOLATE SUPPLY**

New export regulations for Switzerland have been decided on after conferences between representatives of Switzerland, France, Italy, England, Russia and the United States. Under these Switzerland in the future will not be permitted to send more than 24,000 hundredweight of chocolate annually to countries at war with the entente, instead of 46,000 hundredweight, as has been the case. The excess chocolate production of Switzerland will be absorbed by the entente allies.

FLOUR AND CEREALS

Flour Steady and Feeds in Demand

Montreal.

FLOUR AND FEEDS.—Unchanged in price, flour remains this week in good demand, and with outlook to steadiness unless there is some new Governmental intervention. It was indeed suspected that some steps were afoot to fix flour prices this week as a conference of the representatives of large milling concerns was being held in Ottawa, but another account of the purpose of the meeting there was that it had to do with the Allied orders for flour and the shipment of the product this fall. That the fixing of flour prices may take the form of a fixing of the millers' margin of profit rather than of the price of the bag of flour is a view held in some quarters. Meanwhile demand for flour is good. Feeds continue in very strong demand as before, and at prices unaltered from the quotations of last week.

Manitoba Wheat Flour—	Car lots	Small lots
First patents	11 60	11 80
Second patents	11 10	11 30
Strong bakers	10 90	11 10
Winter Wheat Flour—		
Fancy patents		12 50
90%, in wood		11 50
90%, in bags		5 50
Bran, per ton	35 00	37 00
Shorts	40 00	42 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel		0 82

Oat Crops In West Not Satisfactory

Montreal.

CEREALS.—Interest in the cereal market is most active in relation to oats. The news from the oat fields of the North West is anything but encouraging just at present. A shorter crop than had been anticipated is expected. This may affect to firmness the price of rolled oats which are in good demand now at the prices previously quoted or under them for larger orders. Package oats are also asked for in increasing quantity, owing to the trend of the season, all package cereals beginning now to move more busily. The \$5.55 price for Graham and whole wheat flour is for car load orders, the higher price applies to smaller bookings.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot. 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	7 00	7 25
Graham flour, 98 lbs.	5 55	5 75
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 60
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 50
Split peas	11 00	11 25

Rolled oats, 90-lb. bags.	4 45	4 65
Whole wheat flour, 98 lbs.	5 55	5 75
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		5 80

Flour Unchanged; Business Is Brisk

Toronto.

FLOUR.—Owing to the setting of the price of wheat, the price of flour from week to week offers little excitement. Prices remain steady in both Western and Ontario flour, though the business in both lines is picking up, now that a more stable basis of business has been arrived at and the turnover during the week has been large. This is mainly due to the fact that buyers who had been uncertain as to Government action, and consequently showed a tendency to hold back, are again in the market.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$11.50	\$11.70
Second patents	11.00	11.20
Strong bakers	10.80	11.00
Ontario Winter Wheat Flour—		
High patents	10.85-11.00	11.05-11.20
Second patents	10.65	10.85

Cereals In Demand; No Changes Noted

Toronto.

CEREALS.—With the coming of the fall weather there has been quite a notable increase in the demand for cereals of all descriptions and business during the week in all lines has been very fair. Cornmeal, oatmeal and rolled oats are all strong in price, though there have been no advances since the past week.

	Less than	car lots
Barley, pearl, 98 lbs.	7 75	8 00
Barley, pot. 98 lbs.	6 25	6 50
Cornmeal, yellow, 98 lbs.	6 25	7 00
Corn flour, 98 lbs.	5 90	6 25
Farina, 98 lbs.	6 10	6 50
Graham flour, 98 lbs.	5 75	6 20
Hominy, grits, 98 lbs.	6 25	6 35
Hominy, pearl, 98 lbs.	6 25	6 35
Oatmeal, 98 lbs.	4 75	5 50
Rolled oats, 90 lb. bags	4 25	4 60
Rolled wheat, 100-lb. bbls.	6 00	6 50
Wheatlets, 98 lbs.	6 10	6 50
Peas, yellow, split, 98 lbs.	9 50	11 00
Blue peas, lb.	0 09	0 12

Above prices give the range of quotation to the retail trade.

Mill Feeds Unchanged; Feed Flour Easier

Toronto.

MILL FEEDS.—There has been a very fair demand for mill feeds of late, though naturally not as brisk as a few months ago. The demand is sufficient, however, to take care of all the goods available. The only place where any tendency to change was noted during the week was in feed flour.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$35-...	\$37-...
Shorts	40- 41	42- 43
Special middlings	50-...	52-...
Feed flour, per bag		3.05-3.40

Flour Prices Fixed By The Millers

Winnipeg.

FLOUR AND FEEDS.—Last week the millers got together, and fixed prices on flour. These were sent to Ottawa, but have not yet been officially recognized. At the same time these are the fixed prices of the millers, and when they were made the millers felt that the Food Controller would consider them fair. The millers state that they have figured the lowest net cash price at which they will be able to sell at a profit; in other words, they have figured on the American price as set by the Government—that is, the millers' profit not to exceed 25c per bbl. on flour and 50c per ton on feeds. Prices are on a somewhat different basis now, various zones having been made in which there is a specific price. These are as follows:—Ontario west of, and including Fort William and Port Arthur, The Pas, Winnipeg, and all Manitoba east of, and including Portage La Prairie, Delta and Gretna, \$11; Manitoba west of Portage La Prairie, Delta and Gretna, \$10.90; Saskatchewan, \$10.80. Alberta East, and including Macleod, Calgary, Red Deer, Edmonton, \$10.70; Alberta, west of McLeod, Calgary, Red Deer and Edmonton, also B. C., east of, and including Golden, Cranbrook, also Kootenay Central Railway, \$10.80; Revelstoke, Nelson and Common Points, \$10.90; B. C. coast, Okanagan Valley, Kettle Valley, Grand Forks, Midway, Phoenix, Greenwood, \$11; Vancouver Island, \$11.05. These prices are per carload lot, effective Sept. 14-17, and basis per bbl. of 196 lbs., cottons or jutes. Terms, cash or sight draft. Rolled Oats—Price of bulk oats is \$3.75. Buying has been fair, and prices are firm. There is a scarcity of milling oats, and millers have had difficulty securing sufficient for their requirements. Cornmeal—Price of cornmeal is high, \$6.15 per 98's, and will remain high until the new crop arrives in November. However, the market for corn is easy, but spot supplies are not available. Feeds—Prices for bran and shorts, delivered country points, is still \$35 and \$39 respectively.

Flour—	
Best patents	11 00
Bakers	10 50
Clears	9 90
XXXX	8 90
Cereals—	
Rolled oats, 80's	3 75
Rolled oats, pkgs., family size.	4 75
Cornmeal, 98's	6 15
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	35 00
Shorts, per ton	39 00
Mixed chop, ton	54 00

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, Sept. 25.—The decrease in the price of flour has added two ounces to the 10c loaf of bread. The potato market is still unsteady. Evaporators are still in the market for both potatoes and onions, but producers are still holding. Throughout the province, while tops were magnificent, potatoes are turning out small and few to the hill. There is no demand for sugar. Tomatoes are overly plentiful, but there is practically no demand for peppers and other spices, which shows that there is no home catsup or chili sauce being made. Eggs are firm. Fresh eggs are scarce, and storage stocks are being used. Butter is very firm. Small fruits for preserving are stagnant, and peaches are a drug on the market.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 90
Flour, first patents, Manitoba, per per bbl., in car lots	12 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 14
Beans, B.C., white	0 16
Potatoes, per ton	20 00 22 00
Lard, pure, in 400-lb. tierces, lb.	0 25½
Butter, fresh made creamery, lb.	0 47
Eggs, new-laid, in cartons, doz.	0 53
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Sept. 25. — There are no changes of outstanding importance this week. Crisco advanced twenty-five cents a case. Soaps are expected to advance any day. Number 1 Japan rice is \$9.50. Dried green peas are \$13.50. Shelled almonds are forty-eight cents. Barley shows a slight decline. Cocoanut is two cents a pound higher. Keen's mustard and Blue Ribbon tea, twos and halves, are also higher. A new shipment of honey has arrived and prices are considerably higher than last year's. Number one dairy butter is forty cents per pound. Raspberries and strawberries, twos, are \$6.20 to \$6.75.

CALGARY:

Beans, small white, Japan, lb.	0 11¼	0 13
Flour, No. 1 patents, 98s, per bbl.	11 10	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s		3 60
Rice, Siam, cwt.	6 75	7 00
Tapioca, lb.		0 13
Sago, lb.		0 18
Sugar, pure cane, granulated, cwt.	10 50	

Cheese, No. 1 Ontario, large.	0 25½
Butter, creamery, lb.	0 45
Do., dairy, lb.	0 40
Lard, pure, 3s, per case.	16 50
Eggs, new laid, dozen.	0 50
Eggs, No. 1 storage, case.	12 70
Tomatoes, 2½s, standard case.	4 50 4 80
Corn, 3s, standard case	3 90 4 00
Peas, 2s, standard case.	3 75
Apples, gals., Ontario, case.	2 65 2 85
Strawberries, 2s, Ontario, case.	5 50 5 85
Raspberries, 2s, Ontario, case.	5 40 5 85
Peaches, evaporated, lb.	0 14 0 15
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 00
Salmon, pink, tall, case.	8 50
Salmon, Sockeye, tall, case.	12 75

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sept. 25.—The market situation is quiet this week. Japan beans are quoted slightly lower at \$7 per bushel. Sago is up 3c, and is quoted at 16c to 14c per pound. Creamery butter is 43c, and fresh eggs are 48c per dozen. An advance of 25c in Crisco, following last week's advance, brings the price up to \$9.50.

REGINA—

Beans, small white Japan, bu.	7 00
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00 11 70
Molasses, extra fancy, gal.	0 59
Rolled oats, bails	4 35
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 14 0 16
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	10 12
Cheese, No. 1 Ontario, large.	0 24½
Butter, creamery, lb.	0 43
Lard, pure, 3s, per case.	16 30
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 48
Pineapples, case	4 75 5 35
Tomatoes, 3s, standard case.	4 60
Corn, 2s, standard, case	4 00
Peas, 2s, standard, case	3 45
Apples, gals., Ontario	2 45
Strawberries, 2s, Ont., case.	6 30
Raspberries, 2s, Ont., case.	6 30
Peaches, 2s, Ontario, case	4 30
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case.	14 50
Salmon, pink, tall, case	8 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, Sept. 25.—Maritime wholesalers, in anticipation of freight congestion as experienced last winter, are already beginning to stock up with surplus to meet the winter conditions. Sales are reported good. The market shows few changes during the week. Ordinary cornmeal advanced to \$4.75. Molasses continues upward, and is now 78c to 80c

per gallon. Beans show a reduction; white are \$9 to \$9.10, and yellow-eyed \$8.25 to \$8.30 per bushel. Canned goods have a firmer tendency. Tomatoes are \$5, corn \$4.50, apples \$4. Jobbers are now quoting in anticipation of arrivals of new pack salmon; pinks are quoted at \$10.25; Cohoes, \$12.25, and red spring half-pound flats, \$15.50; but higher prices are expected. Potatoes are still scarce, as regular shipments have not commenced. American onions, 100 lbs., \$5; Canadian, 75 lbs., \$2.75 to \$3.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man.	12 55
Ontario	11 95
Cornmeal, gran., bbls.	13 50
Cornmeal, ordinary, bags.	4 75
Molasses, extra fancy, gal.	0 78 0 80
Rolled oats, bbl.	10 25
Beans, white, bush.	9 00 9 10
Beans, yellow-eyed	8 25 8 30
Rice, Siam, cwt.	8 00 8 25
Sago and tapioca, lb.	0 17 0 18

Sugar—

Standard granulated	9 25 9 30
No. 1 yellow	8 75 8 80
Paris lumps	10 50 10 75
Cheese, N.B., twins	0 24 0 25
Eggs, new-laid	0 47 0 50
Eggs, case	0 41 0 42
Breakfast bacon	0 34 0 38
Butter, creamery, per lb.	0 48 0 50
Butter, dairy, per lb.	0 45 0 48
Butter, tub	0 40 0 44
Lard, pure, lb.	0 27½ 0 28
Lard, compound	0 21¾ 0 22
American clear pork	54 00 57 00
Beef, corned, ls	4 25
Tomatoes, 3s, standard, case.	5 00
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.	4 30
Corn, 2s, standard case.	4 50
Peas, 2s, standard case	3 80
Apples, gals., N.B., doz.	4 00
Strawberries, 2s, Ont., case.	5 00 5 25
Pork and beans, case	4 00 5 50
Salmon, Chums	7 50 8 00
Sardines, domestic, case	6 00
Cream tartar	0 60 0 62
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12¼
Raisins, fancy, lb.	0 12½
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14 0 14½
Candied peel, citron	0 35 0 37
Candied peel, orange and lemon.	0 28 0 30
Evaporated apples, lb.	0 18 0 18½
Evaporated apricots, lb.	0 21
Apples, American, bbl.	
Apples, N.S., bbl.	3 00 3 50
Potatoes—	
New, native, barrel	3 50 4 00
Tomatoes, Ont., basket	1 00
Onions, American, 100 lbs.	5 00
Do., Canadian, 75 lbs.	2 75 3 00

AN INDICATION ON HONEY POSSIBILITIES

A beekeeper of Oronto, Ontario, was selling his honey at 15 cents a pound and supplying the pails. One day a produce dealer from a nearby town dropped in and took over his whole supply paying him 17 cents the pound and supplying the pails. What does this indicate. Either that the Bee Keeper was content with too little, or that the produce man scented better profits at a later date, or that it was desirable to get the small competitor off the market.

PRODUCE AND PROVISIONS

Hogs And Their Products Firming

Montreal.

PROVISIONS.—While prices for the principal products amongst the meats have not advanced at all this week as compared with conditions last week, there are tendencies towards higher priced hogs, and this will probably come to mean higher prices for pork products later on. Live hogs were selling at from \$17.75 to \$18.75 per hundred pounds this week, and dressed at from \$25 to \$25.50 per hundred. The supply offering was reported fairly good, but quality was still unsatisfactory. One wholesale house reported 44 cents a pound for boiled hams this week, though plenty of this product was available at 43 cents in slightly different grade. Lard and shortening prices remain unaltered.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 37	0 40
Boneless, per lb.	0 39	0 42
Bacon—		
Breakfast, per lb.	0 35	0 38
Roll, per lb.	0 28	0 30
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	0 44
Hams, roast, per lb.	0 46	0 46
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26½	0 26½
Tubs, 60 lbs.	0 26¾	0 26¾
Pails	0 27	0 27
Bricks, 1 lb., per lb.	0 27¾	0 27¾
Shortening—		
Tierces, 400 lbs., per lb.	0 20½	0 20¾
Tubs, 50 lbs.	0 20¾	0 21
Pails, 20 lbs., per lb.	0 21	0 21¼
Bricks, 1 lb., per lb.	0 23	0 23

Poultry Deliveries Are Reported Better

Montreal.

POULTRY.—Poultry prices and conditions are much the same this week as last week. The feature of the market is not alteration in prices so much as improvement in supply. Larger shipments of poultry have been coming in. It is still necessary to impress on the farmers to fatten their poultry up well before marketing the birds, as the scraggy variety get such poor reception from the buyers. With a shortage of poultry feed wheat looming in the distance, it is anticipated that properly fed and fattened birds will command still higher prices as the fall proceeds. Preparation of poultry against Thanksgiving Day is proceeding apace, and big deliveries are expected in time for that festivity.

Poultry—		
Old fowls	0 21	0 21
Chickens, milk-fed, crate fattened, lb.	0 25	0 25
Old roosters	0 18	0 19
Roasting chickens	0 28	0 28
Young ducks	0 28	0 28
Turkeys (old toms), lb.	0 30	0 32

Eggs Indicate A Firmer Tendency

Montreal.

EGGS.—The story of the egg market in Montreal for the past week since last reporting is one of small deliveries and firm to firmer prices. An advance to 54 cents per dozen for special new lays is recorded, but No. 1's, No. 2's and selects are not advanced as yet. There is no getting away from the tendency to further advances for eggs, however, in opinion of wholesale houses doing considerable egg business. Export trade in eggs has been unimportant for the past ten days or so, but some space has been available and has been utilized recently, and considerable export may be in progress before close of navigation. Receipts of eggs in Montreal for week ending September 22 were 5,740 cases, as compared with 6,226 cases for the previous week, and 17,262 for the corresponding week last year.

Eggs—		
New laid, specials	0 54	0 54
Selects	0 48	0 48
No. 1's	0 44	0 44
No. 2's	0 40	0 40

Cheese Makes No Special Changes

Montreal.

CHEESE.—No change of importance is recorded this week in the cheese market. The Commission prices remain unaltered. Prices to retail trade as quoted by wholesalers are also unchanged. Production of Canadian Cheese is ahead of the figures of last year beyond doubt, there being less importation from the United States, but local demand is not increased in any way. Receipts of cheese for the week ending September 22nd were 65,250 boxes as compared with 72,594 boxes for the previous week, and 74,797 boxes for the corresponding week last year. The outlook in cheese is towards steadiness.

Cheese—		
Large (new), per lb.	0 22½	0 23½
New twins, per lb.	0 22½	0 23½
Triplets, per lb.	0 22½	0 23½
Stilton, per lb.	0 25	0 30
Fancy, old cheese, per lb.	0 30	0 31

Butter Behaves In Sensational Manner

Montreal.

BUTTER.—Sensational things have

been happening to butter. Saturday's prices at St. Hyacinthe went to 3 cents per pound more than was realized a week ago. The figure was 43 cents for finest creamery, 11 cents higher than the lowest figure of the season so far. At Waterloo prices went two cents higher than the previous week, to 43¾ cents. Some points in the country recorded prices as low as 41 cents for butter, and even in the city small occasional lots might be had here and there under the country price, but on Monday finest creamery butter sold in Montreal at the exceptionally high figure of 44¾ cents per pound to the jobber, or within a quarter of a cent of the highest price quoted to the retail trade. Butter receipts for the week ending Sept. 22 were 11,428 pkgs., 1,848 pkgs. better than the previous week, but no less than 10,474 pkgs, under the figures for the corresponding week last year. The apparent shortage is causing anxiety for winter supplies.

Butter—		
Creamery prints (fresh made)...	0 45	0 45½
Creamery solids (fresh made)...	0 44½	0 45
Dairy prints, choice, lb.	0 42	0 43½
Dairy, in tubs (choice).....	0 39	0 40
Bakers	0 38	0 39

Honey And Maple Market Very Firm

Montreal.

HONEY AND MAPLE.—The market for honey keeps very firm, and supplies from the country come in slowly. Dealers mention that the outlook seems to be towards a scarcity of honey, which had not been anticipated earlier in the season, but which may be accountable by the wet weather in early summer when blossoms were coming out. Prices are well maintained, but not altered this week. The condition as to maple syrup and sugar is one of increasing firmness, the shortage being certainly as considerable as had been previously expected. Prices hold firm, and should encourage more production next season should the conditions prove favorable.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13½	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	0 13
Clover, 5-10 lb. tins, per lb.	0 14½	0 14½
Clover, 60-lb. tins	0 14	0 14
Comb, per section	0 15	0 16
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 60	1 75
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 16	0 17

Hogs And Lard Up; Bacon Steady

Toronto.

PROVISION.—No change has as yet been noted in bacon prices. The general uncertainty of conditions preventing

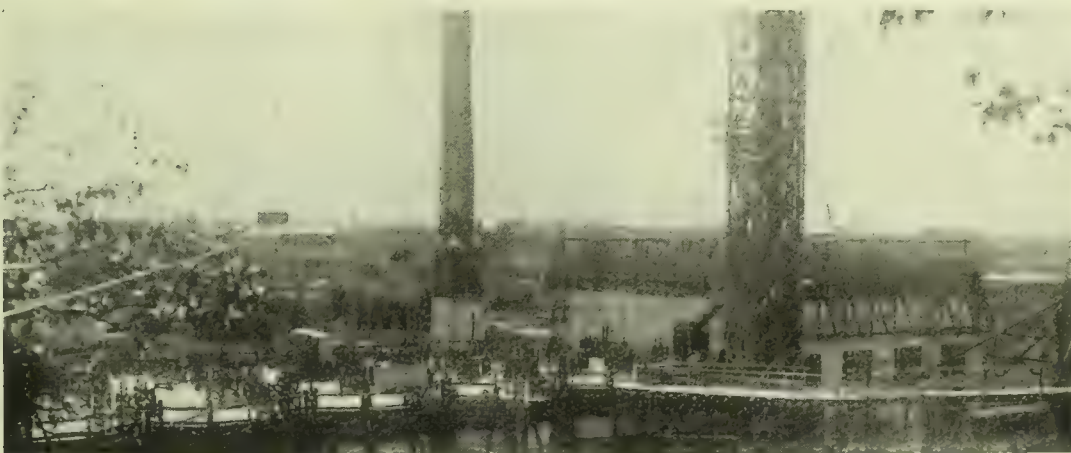
Day and Night Building Progress



August 18, 1917



September 1, 1917



September 8, 1917



The Quaker Oats Company, Peterborough, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

any spirited buying, while supplies remain relatively short.

Live hogs showed a tendency toward firmer prices going up another 2 cents in price with the indications pointing to the possibility of still stronger figures.

Lard too developed some strength advancing another cent.

Hams—		
Medium, per lb.	0 31	0 33
Large, per lb.	0 26	0 29
Bacon—		
Plain	0 35	0 43
Boneless, per lb.	0 41	0 43
Bacon—		
Breakfast, per lb.	0 35	0 42
Roll, per lb.	0 29	0 30
Wilshirt (smoked), per lb.	0 32	0 32½
Dry Salt Meats—		
Long clear bacon	0 27	0 28
Fat backs, lb.	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 43
Hams, roast, per lb.	0 44	0 48
Shoulders, roast, per lb.	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.	49 50	50 00
Short cut backs, bbl., 200 lbs.	51 00	53 00
Pickled rolls, bbl. 200 lbs.	47 00	52 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26	0 26½
Compound tierces, 400 lbs., lb.	0 21½	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1½c higher than tierces.		
Hogs—		
Dressed, abattoir killed	22 00	26 00
Live, off cars	18 50	18 75
Live, fed and watered.	18 25	18 50
Live, f.o.b.	17 35	17 50

Poultry Market Unchanged; Good Supply

Toronto.

POULTRY.—There was no change in the poultry market during the week. Stocks are only a little more plentiful than last week. The farmers are evidently devoting their time to other matters and are leaving the poultry to look after itself. The indications are however that there is plenty of stock in the country, and that once it begins to arrive in quantities, lower prices are to be expected.

Prices paid by commission men at Toronto:—		
Ducks, live, lb.	0 17	0 20
Geese, live, lb.	0 12
Turkeys, old, lb.	0 18
Roosters, live, per lb.	0 14	0 16
Hens, live, per lb.	0 18	0 22
Hens, fresh, dressed, per lb.	0 20	0 22
Spring chickens, live, 2 lbs. and over, lb.	0 22
Do., dressed, 2 lbs. and over.	0 25	0 28
Squabs, dozen	4 00
Prices quoted to retail trade:—		
Hens, dressed	0 24	0 27
Ducks, dressed	0 22	0 25
Chickens, live	0 24	0 27
Do., dressed	0 30	0 32

Eggs Plentiful; Prices Remain Easy

Toronto.

EGGS.—There was a fair supply of eggs offering this week, but the feeling seemed to be rather toward an easier feeling. This is the time of year when some sharp advances are usually to be noted in eggs, and the quietness of the market is consequently the more surprising. Export business is light, and the supply is good which probably accounts for this circumstance. The probabilities however, are that there must come an advance before long.

Eggs—		
New laids, cartons	0 51	0 52
Selects, ex-cartons	0 48
No. 1, ex-cartons	0 45	0 46

Butter Market Active; General Advance Of 1c

Toronto.

BUTTER.—Butter showed a surprising activity and strength this week. The activity came as a general surprise, as there seems to be no particular reason for the change. What export shipments there are, must of necessity be of a very limited description, and so would hardly seem to justify the much stronger feeling evidenced by the market. Dairy butter remains somewhat scarce, but other than that there seems to be a fair supply. The increase during the week amounted to an advance of about one cent on all grades.

Creamery prints, fresh made.	0 45	0 46
Creamery solids	0 44	0 45
Dairy prints, choice, lb.	0 41	0 43
Dairy prints, lb.	0 38	0 42

Cheese Remains Stationary; Fair Demand

Toronto.

CHEESE.—There has been no indication of any change in the probable price of cheese this week. The standard price remains in force with little probability of any change, though some of the cheese makers are urging that it is too low.

Cheese—		
New, large	0 22½	0 23½
Stilton (new)	0 24	0 25

Honey Stronger; Available Supply Limited

Toronto.

HONEY.—There is a surprisingly strong feeling in honey, and supply is barely sufficient to meet the demand. The offering this year is unusually light because of the scarcity of fruit. Because of this many farmers have been buying from neighboring bee keepers, and as a result much of this supply that would normally appear on the market, has been withdrawn. American honey is high in price and it is doubtful if it could be imported to sell on this market.

Honey—		
Clover, 5 and 10-lb. tins.	0 16	0 18
60-lb. tins	0 15½	0 16
Comb, No. 1, doz.	2 75	3 25
Do., No. 2, doz.	2 50
Do., No. 3, doz.	2 25
Jars, 7 oz., doz.	1 50
Do., 12 oz., doz.	2 10
Do., 16 oz., doz.	2 50
Maple Syrup—		
8-lb. tins	1 25
Gallons, Imperial	1 75

Egg Demand Small; Butter Firming Up

Winnipeg.

PRODUCE AND PROVISIONS.—With the light run of hogs last week, the market remained steady. There is very little to talk about as regards the hog market,

except that the runs are rather light. Provision prices continue firm, with a fairly good demand. Eggs—There is very little new here, the demand being only fair, and this is being looked after by current receipts. New-laid eggs are bringing 39c. Creamery Butter—The market has been more active this week, and jobbing prices have been higher. Dairy butter in sympathy with creamery has firmed up considerably, wholesalers paying to the country 33c to 35c. Cheese—Prices are unchanged in this market.

Hams—		
Light, lb.	0 30
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 34	0 35
Breakfast, select, lb.	0 37
Backs, regular	0 36
Dry Salt Meats—		
Long clear bacon, light	0 26
Backs	0 30
Barrelled Pork—		
Mess pork, bbl.	45 00
Lard, Pure—		
Tierces	0 26
20s	5 50
Cases, 5s	16 12
Cases, 3s	16 20
Lard, Compound—		
Tierces	0 20½
Tubs, 50s, net	10 50
Pails, 20s, net	4 45
Fresh Eggs—		
New laids	0 39
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	0 23
Butter—		
Fresh made creamery, No. 1 cartons	0 43
Fresh made creamery, No. 2.	0 42

EVEN THE PRUNES WON'T STAND IT

For many years past there have been large quantities of delicious plums coming from California and Colorado that bore on the box the name of German Prunes. All this is changed, the Growers Ltd., had consideration for the feelings of the Prune, and on the end of the box will now be seen the name—"American Blue Prune."

NEW BRUNSWICK LIVE STOCK RETURNS DISQUIETING

The Canadian Department of Agriculture report of live stock returns for the Province of New Brunswick has shown a very marked decline since 1912. On June 30, 1917, the herds and flocks in the Province numbered: Horses, 65,169; milch cows, 100,221; other cattle, 89,456; sheep, 103,877; swine, 69,269. Five years ago the respective totals were 65,582, 110,507, 113,136, 148,723 and 85,905.

WHERE THE BROOMS ARE BORN

Oklahoma is the broom corn state of the American Union, raising more than all the rest of the country put together. A short time ago Oklahoma farmers were highly pleased to get \$100 a ton for their broom corn. Recently the price touched \$300. A farmer living near Oklahoma City has a big crop of the brush and he expects to hold the crop for a price of \$400.

Clean Oil *and* A Clean Store



The

BOWSER
ESTABLISHED 1885

Oil Storage System

Will bring about these conditions and make them permanent. You handle your oil stock with cleanliness, speed and safety. No more oil-soaked floors and damage to food supplies due to oil fumes permeating the store. Oil is protected from dust, shrinkage, deterioration and careless handling. You and your customers have the assurance that all oil purchased and sold is measured correctly. You'll do a better and more satisfactory business with the Bowser Oil Storage System.

Write to-day.

S. F. Bowser & Co., Inc.
TORONTO, ONT.

Sales Offices
in All Centers.

Representatives
Everywhere.



California's finest
canned fruits and
vegetables are pack-
ed under the DEL
MONTE brand.

Handled everywhere
by leading grocers
who cater to the taste
of people who want
the best.

Wholesale
Distributors
Everywhere.

CALIFORNIA PACKING
CORPORATION

SAN FRANCISCO, CALIFORNIA



¶ When General Haig plans an offensive, he doesn't leave much to chance and doesn't overlook the smallest detail—his plans are all perfected ahead so as to make sure of his objective.

¶ The objective of the retail grocers of Canada is a record Fall and Winter selling for 1917 business.

¶ In the Fall and Winter Number we will help the merchant in his plans by practical ideas and suggestions that have proved successful.

¶ In the advertising pages the manufacturer will tell his story so the merchant and clerk will by intelligent selling of his goods increase the sales of his particular product. You cannot tell these salesmen behind the counter too much about your goods; they look to you to supply the selling arguments that get the goods off the shelves.

¶ What answer is the merchant going to give to his customer who asks if he can recommend your goods?

¶ Have you given him all the help required? Does he know all he should know about your service, your goods, your brand, your guarantee that stands back of the goods?

¶ *We would urge early reservation of space in the Fall and Winter Number which closes October 23.*

Just a Word With You, Mr. Grocer

THERE is going to be a host of advertising from manufacturers and wholesalers in the Annual Fall and Winter Number of CANADIAN GROCER.

These advertisers want your business. They believe in giving you all possible information about their goods to help you increase sales.

These are the manufacturers who believe your customers will buy what you recommend.

They know you have influence in your community, so they appeal to you. They are not the manufacturers who believe they can force you to handle their goods.

They want your co-operation and you will find they have the facilities, and are ready to back up their words with quality goods and satisfactory service.

Patronize these manufacturers. If it were not for their support in the advertising pages you could not get such a useful and practical paper as "CANADIAN GROCER" for ten times the subscription price.

This number will be mailed to you October 26.

Furnivall's

**FINE
FRUIT
PURE JAM**

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—Geo. Hodge & Son, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—MacLaren Imperial Cheese Co. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Furnivall's Fine Fruit Pure Jam

has merited the unstinted approval of the housewife because of its absolute purity and delicious fine fruit flavor.

There's a good profit on Furnivall Jam sales. Stock now.

FURNIVALL-NEW, Limited

Hamilton, Canada

MELROSE'S TEAS

The distinctive character and outstanding quality of Melrose's Teas have won for them a high place in the estimation of discriminating users throughout Canada. The war situation, however, overrules everything just now, and it is a matter of regret to us that the inevitable prohibition of exports of Tea from the United Kingdom prevents the usual buyers receiving their regular supplies.

Immediately on the return to usual conditions Melrose's Teas will be put again on the Canadian Market and a great development of business is confidently anticipated.

ANDW. MELROSE & CO.

Tea Merchants to the King
EDINBURGH, SCOTLAND

Agents for Canada—Wm. H. Dunn, Ltd., 180 St. Paul St. W.
MONTREAL

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate your stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY

Dept. S. Beamsville, Ont.

STOP! THE WASTE



Baling Press

turns waste paper, cardboard, etc., into money and reduces your fire risk. Made in 12 sizes.

Climax Baler Co.
Hamilton, Ont.

W.C. Edwards & Co., Ltd.

**OTTAWA
ONTARIO**

Manufacturers of

BOX SHOOKS

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about recommending it

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Tell It To Your Customers

The food value of Shredded Wheat to your customers is not measured by the small price for which it retails. For food value a breakfast of

Shredded Wheat

with milk and fruit is equal to a meal of meat or eggs costing several times as much. Tell this to your customers who complain of the high cost of living. Nearly all foods have advanced in price except Shredded Wheat. It represents highest food value at lowest cost.



The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"MADE IN CANADA"

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, - - Ont.
Toronto Office:
49 Wellington Street East

CHAMBERLAIN'S
REMEDIES

A line peculiarly suited to the needs of the grocer who handles standard family remedies. Having an enviable reputation for reliability, and backed up by nation-wide newspaper advertising.

Sold at prices to net the dealer a good profit, no advance having been made in prices. Write to-day for price list and full particulars.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.

G. Washington's
Refined Coffee
FOR THE SOLDIER

Recently a trained nurse who had been at the front in France for two years, said to us before returning, "That G. Washington's Refined Coffee was a blessing to the boys at the front who were fortunate enough to have it sent to them."

A \$1 can will provide delicious coffee three times a day for thirty days, to your relative or friend at the front, wherever either hot or cold water is available. It dissolves in either hot or cold water instantly.

Refreshing, invigorating, relieves fatigue, tired and tried nerves.

No Coffee Pot
Boiling
Dripping
Grounds

All of the taste—
none of
the waste

ABSOLUTELY PURE COFFEE

BROOMS

First Cars 1917

Broom Corn

At Hand

Quality Goods
may always
be had by order-
ing our brands.

Walter Woods & Co.
HAMILTON and WINNIPEG

Twines
and
Wrapping Paper

Wooden Ware
Willow Ware
Brushes

The best way to sell fish



The muss and fuss of cleaning and preparing it for table has decided many a housewife against including fish in the menu. But even the most fastidious will cheerfully serve

BRUNSWICK BRAND

The Perfect Sea Food.

Cleaned, cooked, ready to serve—nothing to do but open and eat—this is the way most people like their fish. It is clean, convenient, appetizing and economical. There is no muss and no waste, and in Brunswick Brand is the assurance that only the choicest fish is being served.

Brunswick Brand brings to you the opportunity of selling the best of many kinds of fish in the most convenient, clean and profitable form.

All these are Brunswick Brand:

1/4 Oil Sardines
1/4 Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kipperd Herring
Herring in Tomato Sauce
Clams

Connors Brothers
Limited
Black's Harbor, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

[SPACE IN THIS DEPARTMENT IS \$65
PER INCH PER YEAR

BAKING POWDER ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2 1/2-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

DOMINION CANNERS, LTD.

JAMS

"Aylmer" Pure Jams and Jellies
Guaranteed Fresh Fruit and
Pure Sugar Only.

Screw Vac top Glass Jars. 16 oz.
glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant..	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure.....	\$1 75
1/2 Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe
Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case95
1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	3 40
4's Tin, 12 pails in crate, per pail	6 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
30's Tin or Wood, one pail crate, per lb.	14 1/2

BLUE

Keen's Oxford, per lb.....	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, 1/2-lb. tins, doz...	2.45
Perfection, 1/4-lb. tins, doz....	1.35
Perfection, 10c size, doz.....	.95
Perfection, 5-lb. tins, per lb. .37	
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90	
Sweet Chocolate—Per lb.	
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa- nut, cream, in 1/2-lb. pack- ages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections Per doz.	
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes. 0 39	
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box..	0 95
Nut milk chocolate 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divi- sions to cake), packed 2 and 3 cakes to a box, per cake. 0 75	
Almond nut bars, 24 bars, per box	0 90

"It's all Right"



Comfort Lye

The public want Comfort Lye Now

Nothing
stronger
or purer.

Powdered and
perfumed.



Single case lots, \$4.35
per case.

Three case lots, \$4.30
per case, freight pre-
paid.

Five case lots, \$4.25 per
case, freight prepaid.

Ten case lots, \$4.20 per
case, freight prepaid.

Comfort Lye sells readily and affords the Dealer a good profit. See that your
stock is full. Send us your order.

*Like our other Products, Comfort
Lye carries a premium coupon for
the customer.*

**Pugsley, Dingman &
Co., Limited
TORONTO**

Purchase through your
jobber or direct from us.



**We keep
Canada clean**

If any advertisement interests you, tear it out now and place with letters to be answered.

Create new profits, by selling Marsh's Grape Juice

Here's a quick-selling, friend-making line that will sell and repeat. And your profit will be big enough to make displays worthwhile.

Five-case lots or more prepaid to any point in Ontario or Quebec.

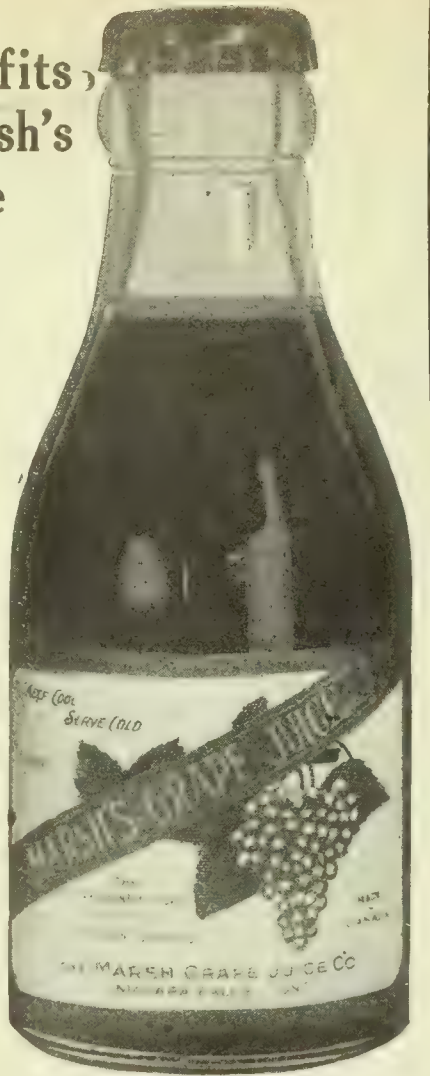
The Marsh Grape Juice Company

Niagara Falls Ontario

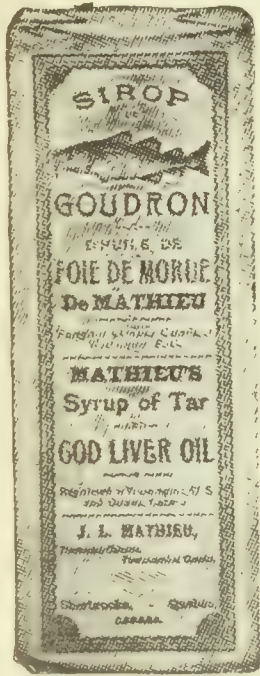
Agents—

MacLaren Imperial
Cheese Co., Ltd.
Toronto, Ont.

Rose & Laflamme, Ltd.
Montreal, Que.



Lots of Your Customers Require Mathieu's Nervine Powders



Mathieu's Syrup of
Tar and Cod Liver
Oil—a splendid body
builder.

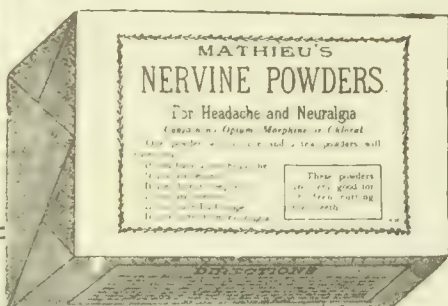
and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

J. L. Mathieu Co.

PROPRIETORS

SHERBROOKE - QUEBEC



If any advertisement interests you, tear it out now and place with letters to be answered.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can ...	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can.....	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans...	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans..	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz...	1 85

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s.	*\$4.25.
Compressed Corn Beef—½s,	*\$2.90;
1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s,	*\$75.
Lunch Ham—1s, *\$4.25; 2s, \$8.	
Ready Lunch Beef—1s, *\$4.25; 2s,	\$9.
English Brawn—2s, \$8.	
Boneless Pigs' Feet—1s, \$8.	
Roast Beef—½s, \$2.90; 1s, \$4.25;	2s, *\$9; 6s, \$34.75.
Boiled Beef—1s, \$4.25; 2s, \$9; 6s,	\$34.75.
Jellied Veal—½s, \$2.90; 1s, \$4.25;	2s, \$9.
Corned Beef Hash—½s, \$2.	
Beefsteak and Onions—½s, \$2.90;	1s, \$4.25; 2s, \$9.

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, ½s, \$2; 1s, \$3.50; 2s, \$8.

Lambs' Tongues, ½s.

Sliced Smoked Beef, tins, ½s, \$2.25; 1s, \$3.25; 4s, \$20.

Sliced Smoked Beef, glass, ¼s; ½s, \$2.25; 1s, \$3.50.

Tongue, Ham and Veal Pate, ½s, \$1.95.

Ham and Veal, ½s, \$1.95.

Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 65c; ½s, \$1.30.

Potted Meats, Glass—Chicken, Ham, Tongue, Venison.

Ox Tongues, tins, ½s, \$3.75; 1s, \$7; 1½s, \$12.50; 2s, \$16.

Ox Tongues, Glass, 1½s, \$13; 2s, \$15.

Mince meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.

In Pails, 25 lbs., 15c lb.

In 50 lb. Tubs, 15c lb.

In 85 lb. Tubs, 14½c lb.

In Glass, 1s, \$3.

Clark's Peanut Butter—Glass Jar, ¼, \$1.22; ½, \$1.70; 1, \$2.25.

Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.

Clark's Tomato Ketchup, 16 oz.

Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.

Individuals, 85c doz.

Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.

Individuals, 95c doz.

Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.

Individuals, 95c.

Tomato Sauce, 1½s, \$1.85; Chili Sauce, 1½s, \$1.85; Plain Sauce, 1½s, \$1.60.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.

Clark's Chateau Chicken Soup.

Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.

Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.

Spaghetti with Tomato and Cheese, ½s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.

Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins

D. S. F., ¼-lb.	\$ 1 85
D. S. F., ½-lb.	3 50
D. S. F., 1-lb.	6 80
F. D., ¼-lb.	1 15

Per jar

Durham, 4-lb. jar, each.....	1 30
Durham, 1-lb. jar, each.....	0 37

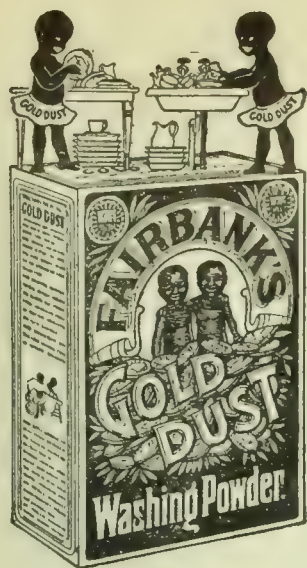
JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen.....	\$ 3 60
Lemon, 2 dozen	1 80
Orange, 2 dozen	1 80
Raspberry, 2 dozen	1 80
Strawberry, 2 dozen	1 80
Chocolate, 2 dozen	1 80
Peach, 2 dozen	1 80
Cherry, 2 dozen	1 80
Vanilla, 2 dozen	1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.	

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen.....	\$ 2 50
Chocolate, 2 dozen	2 50
Vanilla, 2 dozen	2 50
Strawberry, 2 dozen	2 50
Lemon, 2 dozen	2 50
Unflavored, 2 dozen.....	2 50
Weight 11 lbs. to case. Freight rate, 2d class.	



GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY
LIMITED
MONTREAL

“Let the GOLD DUST TWINS do your work.”

S. DAVIS & SONS, LTD.

CIGAR MAKERS

MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
“ New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
“ La Plaza	2 for 25c, equal to most 20c cigars.
“ Promoter Blunts	3 for 25c, equal to most 15c cigars.
“ Perfection	3 for 25c, equal to most 15c cigars.
“ Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
“ Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL
The Largest Cigar Manufacturers in Canada

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick-Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

CHEAPER BACON

Breakfast Bacon is high in price. So are Hams. Why not try some of the cheaper cuts of Bacon. Roll Bacon is 8 cents a pound cheaper than Breakfast Bacon. It is sugar cured, boneless, and in every way desirable. Try it.

F. W. FEARMAN CO.
LIMITED
HAMILTON

KLIM

Hotel size, 6 10-lb. tins to case	\$15.50
Household size, 1-lb, 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—	Cents
Boxes	
40 lbs. Canada Laundry10½
40 lbs., 1 lb. pkg., White Gloss11
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons11½
100-lb. kegs, No. 1 White...	.11
200-lb. bbls., No. 1 White..	.11
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs...	.12
48 lbs., Silver Gloss, in 6 lb. tin canisters13½
36 lbs. Silver Gloss, in 6 lb. draw lid boxes13½
100 lbs., kegs, Silver Gloss, large crystals11½
40 lbs., Benson's Enamel, (cold water), per case...	3.50
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.....	.15
Celluloid, 45 cartons, case...	4.80

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared12
40 lbs. Canada Pure Corn..	.11
(20 lb. boxes ¼c higher)	

BRANTFORD STARCH

Ontario and Quebec

Laundry Starches—	
Canada Laundry	0.10½
Boxes about 40 lbs.	0.10¼
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	0.11
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0.11½
Barrels, 200 lbs.	0.11
Kegs, 100 lbs.	0.11
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	0.12
8 in case	0.13½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case....	0.13½
Kegs, extra large crystals, 100 lbs.	0.11½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3.50
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	0.11
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs..	0.12
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs..	0.12
(20-lb. boxes ¼c higher than 40's)	

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP

Perfect Seal Jars, 3 lbs., 1 doz. in case	\$4.75
---	--------

2-lb. tins, 2 doz. in case....	5.15
5-lb. tins, 1 doz. in case....	5.50
10-lb. tins, ½ doz. in case..	5.25
20-lb. tins, ¼ doz. in case..	5.20

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.....	0.07½
Half bbls., about 350 lbs....	0.07¼
¼ bbls., about 175 lbs.....	0.08
2-gal. wooden pails, 25 lbs..	2.65
3-gal. wooden pails, 28½ lbs.	3.75
5-gal. wooden pails, 65 lbs..	5.85

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case....	\$5.65
5-lb. tins, 1 doz. in case....	6.00
10-lb. tins, ½ doz. in case..	5.75
20-lb. tins, ¼ doz. in case..	5.70

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case....	\$5 50
Barrels, per 100 lbs.	6 50
½ barrels, per 100 lbs.....	7 00

INFANTS' FOOD

MAGOR SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	\$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	4 00
½ lb.	2 00

NUGGET POLISHES

Doz.

Polish, Black, Tan, Toney	
Red and Dark Brown90
Card Outfits, Black and Tan.	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 15s, 8 lb. cads.; 8½s, 14 lb. cads, per lb....	\$ 0 65
Bobs, 7s and 14s.....	0 55
Currency, 7s; Navy, 14s, 8 lb. cads., bars, per lb.....	0 54
Stag Bars, 6½s; boxes, 5½ lbs.	0 48
Pay Roll, thick bars, 9s, 5½ lb. boxes	0 70
Pay Roll, plug, 9s, 20s, 12 and 6 lb. caddies	0 70
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs..	0 57
Great West, pouches, 9s, 6 lb. cartons, ½ and 1 lb. boxes	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 83
Forest and Stream, ¼s, ½s and 1-lb. tins	0 85
Forest and Stream, 1-lb. glass humidors	1 00
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, ½ butts, 10 lb. boxes.....	0 74
Derby 8s, ½ butts, 8 lb. boxes	0 65
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Empire, Navy (bars), 9s....	0 70
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6s....	0 72
Queen's Navy (bars), 7½s. ½ butts, 8½ lb. boxes....	0 58
Walnut, 9s	0 70

PEACHES

The good kind canning peaches coming now. There is not going to be too many; best get in early and get the *Best*. Prices will not be lower.

PLUMS

Short crop, buy when you can get supplies. Buy now, will not be cheap this season.

Let us have your orders for anything you require in Foreign or Domestic fruits. Will invoice at lowest possible price.

HUGH WALKER & SON

Established 1861

GUELPH, ONT.

SWEET POTATOES

California Tokay Grapes

British Columbia
Boxed Apples

Now on the Market

Also

Heavy Arrivals Local Peaches

WHITE & CO., LTD.
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent

TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

*Established
1876*

McWilliam & Everist, Limited

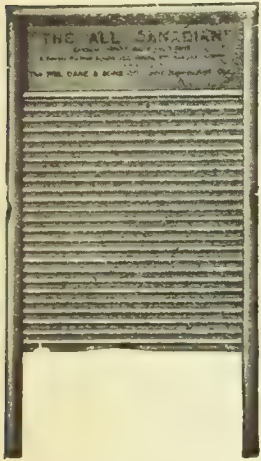
Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

Imperial Rice Milling Co., Ltd. VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

BUSINESSES FOR SALE

TWO GOOD GENERAL STORES FOR SALE in prosperous localities, both doing a highly profitable business. One on C.P.R. and the other 7 miles from London. Either can be bought right. Apply the Western Commission Co., London.

TO RENT

TO RENT—THE BEST GROCERY, FLOUR and feed store in district of Muskoka; on centre of main street in town of Bracebridge. Apply Henry J. Bird, Bracebridge.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

MISCELLANEOUS

JOB PRINTING — LETTERHEADS, ENVELOPES, neat and cheap. Samples free. Advocate Job Press, Avonlea, Sask.

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

POSITION WANTED

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

SALESMEN WANTED

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

GOODS FOR SALE

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

DON'T STOP ADVERTISING.

Keep your name to the front, so that you are in the market for the business that is going and for the new business that is coming. Do not let the world think that you have "gone under."

Buyers' Guide

Good Fresh Poultry

should be used more by the practical housewife. Grocers can always secure a supply of fancy fresh dressed poultry on short notice.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

KLIM
READ IT BACKWARD

PURE SEPARATED
MILK IN
POWDER FORM.
FOR ALL COOKING
WHERE MILK IS
NEEDED.

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO.



WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 362 Sunnyside Avenue,
TORONTO, CANADA

OAKLEY'S KNIFE POLISH
20-102-55-102
JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
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The pure Made-in-Canada lines here shown represent the leaders in their respective fields — Condensed Milk and Coffee.

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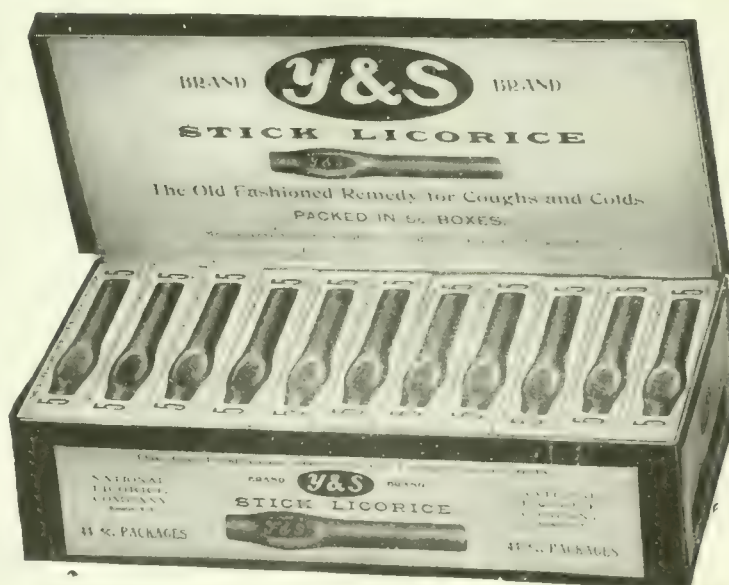
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MONTREAL

“Meatless Days are Oyster Days”

You are facing a situation entirely different this season from anything that you have previously experienced in the oyster business. The situation should be viewed in the light of conditions that apply to food products as a whole.

The cost of producing oysters is about 90% labor. Oysters come from the Atlantic Coast, and the Atlantic Coast is one great munition centre. Common labor around oyster houses that received \$2.50 a day last spring, on the 1st of August was receiving \$5.25 a day, and they have since struck for more money. This is the commonest kind of common labor.

The openers will receive 30c a gallon instead of 20c. Soft coal for boats that did cost \$3.15 is now considerably above \$8.00. An oyster boat that was pulled in for overhauling at an estimated expense of not exceeding \$2,500, which estimate made allowance for increases as compared with other years, would not be touched by the shipbuilders at any definite price and they suggested that the expense would be \$6,000. If you didn't like that situation they would very kindly put your boat overboard, and you could take it elsewhere, but there was no relief. Tin cans have more than doubled, freight rates are higher, ice on the Atlantic Coast is nearly double, so that it is unreasonable to presume that oysters can get by without a substantial increase.

Your price will have to be advanced, but with the high cost of other food products, oysters are still an economy when served fried, scalloped or stewed. We suggest that the Ontario retailer sell his oysters dry measure and get 60c a pint.

Six fried oysters for each member of the family is considerably less than half their meat expense, at least as satisfying, and much more appetizing. “Meatless Days” should be “Oyster Days,” both as a matter of convenience and economy.

With the higher prices prevailing, the consumer will be more skeptical, and quality will be absolutely necessary. Some of the trade bought a little cheap stuff last season, but believe they suffered sufficiently for their sins. To sacrifice quality and condition in a perishable product is an extravagance. You could more profitably cut out the handling of the product. Your favors will receive dependable service.

CONNECTICUT OYSTER COMPANY, LIMITED

“Canada's Exclusive Oyster House”

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